AUGUST 23, 1948 PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio & Television
TELECASTING

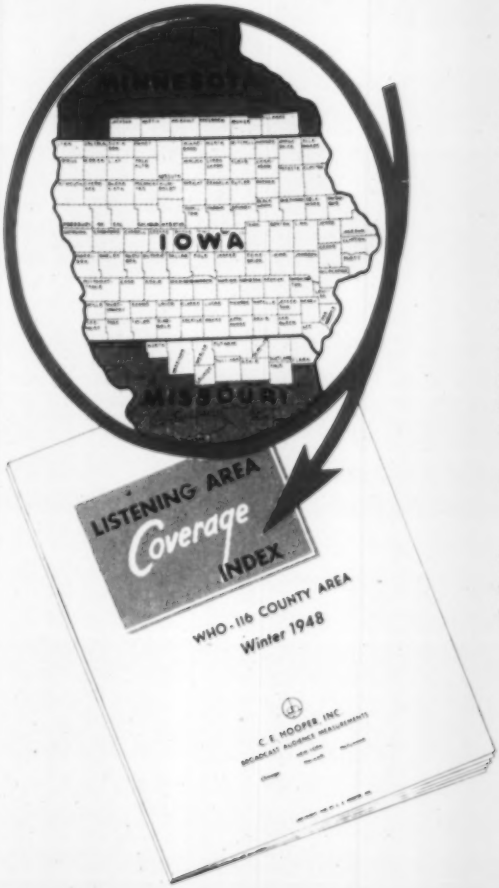
DEPT. LIBRARY
PUBLIC LIBRARY
DETROIT

NEW HOOPER REPORT GIVES

EVENING

STATION-PREFERENCES

IN "IOWA PLUS!"



FROM 6:00 PM to 10:00 PM, 34% of the radio families in "Iowa *Plus*" listen-most to WHO—30% to the next *eight* Iowa commercial stations.

Figures are from a new Winter, 1948 Hooper Listening Area Coverage Index giving results of a scientifically-sampled, 116-county poll in which the question was asked "To what stations do you and your family listen most frequently or the most time?"

EVENINGS, WHO GETS 34% . . .
NEXT STATION GETS 11%!

This new Hooper Report for the first time allows careful time-buyers to judge state-wide preferences *by Hooper standards.*

It removes the temptation to evaluate a 116-county area by the Hooperatings for Des Moines alone, a city which accounts for less that 6% of the entire area's population.

It proves once more that *top* Programming and conscientious Public Service do pay dividends to a station, its audience, its advertisers.

Write for your copy of the 116-county Hooper Report—or ask Free & Peters.

WHO

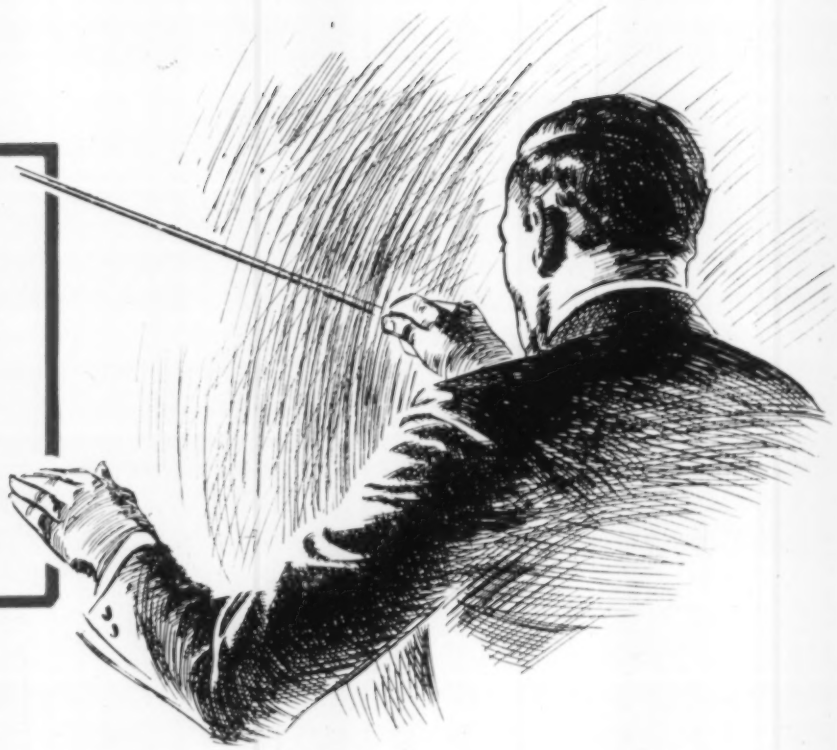
+ *for* Iowa PLUS+

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

In its endeavor to bring Detroiters a diversity of entertainment, WWJ-TV, Michigan's first television station, has added weekly televised broadcasts of the Detroit Symphony Orchestra to its ever-growing list of program features. Compliments received from the thousands of television set owners in Detroit attest to WWJ-TV's perfection in technique during the first broadcasts of the Symphony. It marks another milestone in the progress of WWJ-TV, which, in its second year of operation, has already become an effective advertising medium in this multi-billion dollar market.

ADDED ATTRACTION

THE SYMPHONY



FIRST IN MICHIGAN . . . *Owned and Operated by* THE DETROIT NEWS

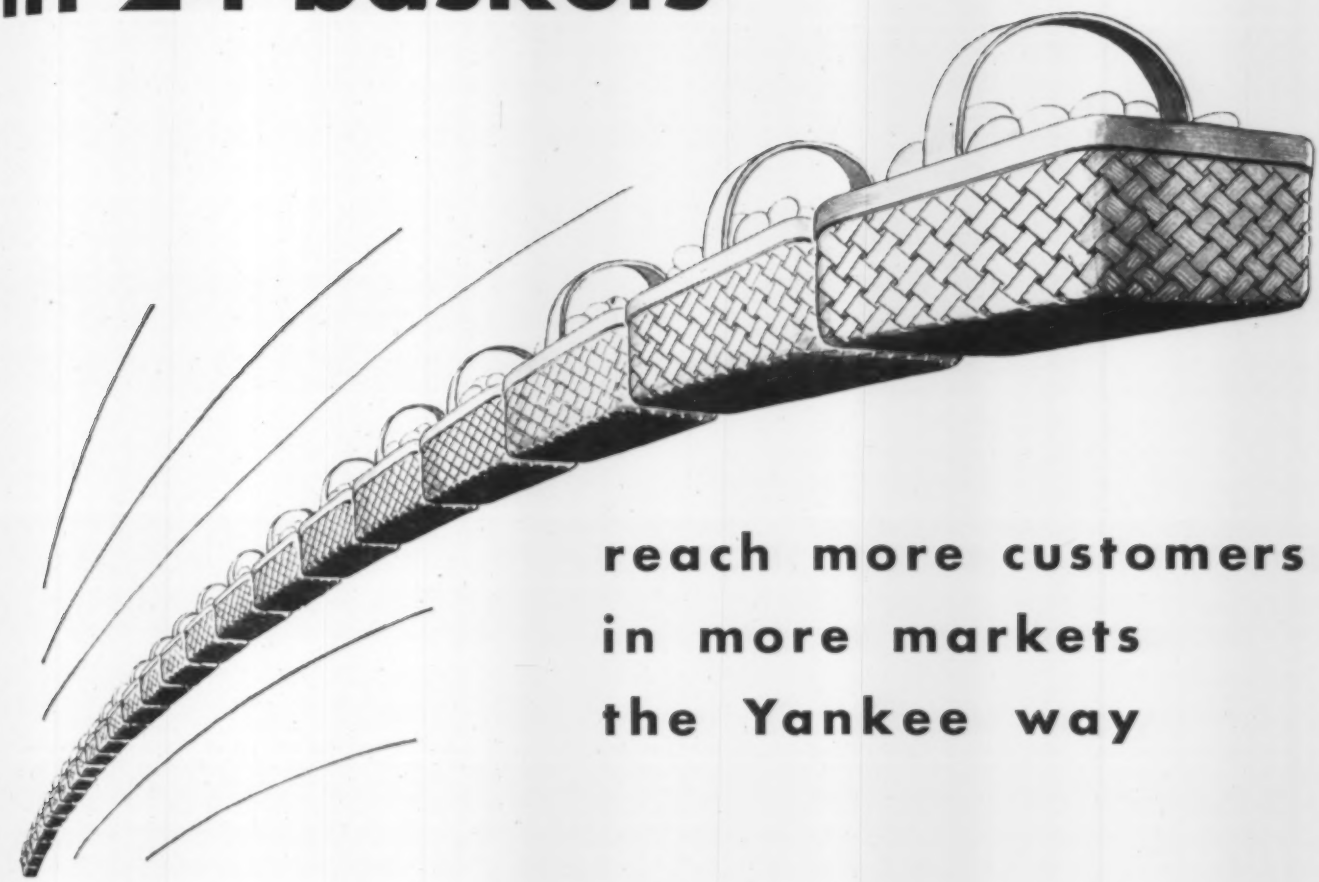
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

Put your eggs in 24 baskets



reach more customers in more markets the Yankee way

New England's sales potentials are fully realized only by those who consistently visit the whole territory. Those who know its markets do not try to sell New England from one basket.

The way to get around the territory frequently and conveniently is through Yankee home-town stations. Every Yankee station has prestige as a local station, influence with local dealers. It has local acceptance with the audience and with the merchants as the Yankee and Mutual station in its area. It can open local doors for you.

This 24 station Yankee coverage is the sure way to volume sales in New England. It provides the most complete over-all coverage in New England radio — with direct, concentrated selling in each principal market.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

PROCTER & GAMBLE Co., through Dancer-Fitzgerald-Sample, starting test spot announcement campaign about end of September with WHP Harrisburg and WSBT South Bend, for unrevealed product. Agency plans to release product name shortly before campaign starts. Spots will run from 10 to 15 weekly on each station for 13 weeks.

HOUSE Select Committee to investigate FCC may next probe famed Blue Book. Committee, mandated to explore issue of whether document constitutes forbidden censorship of programming, reportedly unhappy with FCC's failure to indicate specifically whether decisions and guides issued carry weight of regulation in such other cases as Port Huron and Scott decision.

SILVER SHOWER campaign to raise funds for radio sets in German schools, as requested by U. S. occupation officials, quietly closed last week by NAB. Spot check indicated stations had raised about all money possible from public, which was apathetic and in many cases indignant about drive. Many stations had resented government move to involve them in charity project.

SECRECY surrounds purpose and scope of House subcommittee hearings to get underway today in Philadelphia on general subject of music, Petrillo and unions. Chairman Carroll D. Kearns (R-Pa.) of Petrillo subcommittee of House Committee on Education and Labor, has subpoenaed number of witneses representing American Guild of Variety Artists. Sitting with him will be Rep. O. C. Fisher (D-Tex.).

HOUSTON EXPECTED to be next city to install FM receivers in busses. KPRC-FM, owned by *Houston Post* has Transit Radio Inc. franchise and it is understood negotiations virtually completed with Houston Transit Co., with anticipated operation this fall.

DANCER-FITZGERALD-SAMPLE recommending new daytime serial called *Searching Heart* to Procter & Gamble, Cincinnati, as replacement for current serial *Joyce Jordan*. Adrian Samish, president of Show Productions, subsidiary of D-F-S, was in Cincinnati last week with recommendation.

RUSSIAN intrigue extends far beyond Berlin and Washington, according to advices reaching State Dept. Ray C. Wakefield, ex-FCC commissioner and now chairman of American Delegation to Provisional Frequency Board headquartered in Geneva, is having almost daily tiffs with Russian delegation on what should be relatively routine task of logging frequencies in use throughout world for all types of services.

WHETHER FCC hearings on high band TV allocations will proceed as scheduled Sept. 20

(*Continued on page 90*)

Upcoming

Aug. 23-25: Western Assn. of Broadcasters, Bessborought Hotel, Saskatoon, Sask.

Aug. 24-27: American Institute of Electrical Engineers, Pacific general meeting, Spokane, Wash.

(Other Upcomings on page 58)

Bulletins

R. J. REYNOLDS (Camel cigarettes, Prince Albert smoking tobacco) signed Friday with MBS to sponsor Cotton Bowl football game New Year's Day. Agency, William Esty.

HOUSE COMMITTEE ASKS FCC FOR LOTTERY PLANS

OFFICIAL cognizance of FCC's giveaway plight taken late Friday by House Select Committee to Investigate FCC. Frank T. Bow, general counsel, wrote Chairman Coy asking what FCC would do, now that Section 316 has been repealed. Text of letter follows:

It has come to my attention that the FCC has made plans for the "promulgation of rules governing programs prohibited by Section 316 of the Communications Act as broadcasting of information concerning lotteries, gift enterprises or similar schemes."

I would like to call to your attention the fact that Section 316 of the Federal Communications Act was repealed by Public Law 772 enacted by the 80th Congress, approved June 25, 1948.

In view of this fact will you kindly advise this Committee whether the Commission still plans to proceed in this connection and under what authority.

Business Briefly

CIGAR FIRM RENEWS ● Bayuk Cigars Inc. (Phillies cigars), Philadelphia, has signed 52-week renewal of *Inside of Sports* on MBS for 11th consecutive year, effective Sept. 6. Program is heard 7:45-8 p.m., Mon.-Fri. Agency, Neal D. Ivey Co., Philadelphia.

LEVER FOR LUX AGAIN ● Lever Bros., Cambridge, Mass., has renewed *Lux Radio Theatre* on CBS, Mondays, 9-10 p.m. for 52 weeks, effective Oct. 4. Now on summer hiatus, show resumes Aug. 30. Agency, J. Walter Thompson, New York.

COLGATE TO SIGN ● Although formal contracts have not been signed, Colgate-Palmolive-Peet is definitely planning sponsorship this fall of *Our Miss Brooks* on CBS beginning Sunday, Oct. 3, 9:30-10 p.m. Agency, Ted Bates Inc., New York.

HEATTER ON CO-OP SHOW ● *Gabriel Heatter's Mail Bag* to start on MBS Sept. 20 on co-op basis, Mon.-Fri., 11:30-11:45 a.m.

8 CBS 52-WEEK RENEWALS

EIGHT 52-week renewals announced Friday by CBS:

Wildroot Co., "Adventures of Sam Spade," Sun. 8-8:30 p.m., Sept. 26, BBDO; American Home Products Corp., "Romance of Helen Trent," 12:30-12:45, and "Our Gal Sunday," 12:45-1 p.m., both Mon.-Fri., Sept. 20, Dancer-Fitzgerald-Sample; Armstrong Cork Corp., "Theatre of Today," 12-12:30 p.m. Saturdays, Sept 25, BBDO; Chrysler Corp., DeSoto-Plymouth dealers, "Hit the Jackpot," 9:30-10 p.m. Tuesdays, Sept. 28, BBDO; General Foods, "Wendy Warren and the News," 12-12:15 p.m. Mon-Fri., Sept. 20, Benton & Bowles; Coca-Cola Co., "Spotlight Revue," 10:30-11 p.m. Fridays, Oct. 1, D'Arcy Adv.; Electric Auto-Lite Co., "Suspense," 9-9:30, Thursdays, Oct. 7, Newell-Emmett.

District 11 Hears NAB Lottery Review

NAB will file brief covering proposed FCC rules on lotteries and gift enterprises in radio programs, based on a repealed section of the Communications Act, Don Petty, NAB general counsel, told NAB District 11 meeting in Minneapolis Friday afternoon (early FCC lottery story page 22).

Mr. Petty said many inquiries had been received from broadcasters on FCC proposed lottery rules. He declared broadcasters had just won legal victory in decision by the New Mexico Tax Court holding it cannot tax radio without creating burden on interstate commerce.

Two-day meeting of District 11 was chairmaned by Director John F. Meagher, KYSM Mankato, Minn.

Resolutions adopted Friday endorsed freedom of speech stand of President Justin Miller, urged observance of Standards of Practice, recommended radio set question in 1950 census, commended President Miller and Director Meagher, urged support of BMI and All-Industry promotion. Concern was expressed by Mr. Meagher over "exorbitant fees charged by universities for football AM rights."

Though Resolutions Committee rejected proposal covering creation of NAB TV department, district members unanimously favored department idea in showing of hands during TV discussion.

Members of Resolutions Committee were F. E. Fitzsimonds, KFYR Bismarck, N. D., chairman; Howard Dall, WKBH La Crosse, Wis.; Robert R. Tincher, WNAX Yankton, S. D.; M. M. Marget, KVOX Moorhead, Minn.

With 107 delegates registered, district meeting opened Thursday. First day included sessions conducted by Judge Miller, Mr. Petty, Program Director Harold Fair and Employer-Employer Relations Director Richard P. Doherty.

Mr. Petty's lottery statement follows:

On Aug. 5, 1948, the FCC issued its proposed rules and regulations relating to lotteries and gift enterprises on radio programs based on Section 316 of the Communications Act of 1934, as amended, a criminal provision. Some months ago, Congress repealed Section 316, effective Sept. 1, 1948, and the substance of that section was incorporated in Section 1304 of the U. S. Criminal Code. Thus, after Sept. 1, there will be no section in the Communications Act relating to lotteries for the FCC to administer. It is clear, therefore, that the Dept. of Justice is the appropriate agency to enforce compliance with the lottery statute.

THREE MORE ON ALL SIX!

RECENTLY we pointed out that Standard Oil, Bulova, and Colgate-Palmolive-Peet. . smart merchandisers in three distinct fields. . use *all six* Westinghouse radio stations.

But that's only part of the story. Here's another chapter, with three *more* leaders. . Ford Dealers, General Foods, Lever Brothers *using all six!*

Whatever you have to sell. . in New England, in the Pacific Northwest, or in the market-areas centering in Philadelphia, Pittsburgh, and Fort Wayne. . put Westinghouse stations at the top of your list, and you'll get results. The nation's most successful merchandisers are proving it every day.

More than 30,000,000 people live in the areas covered by Westinghouse radio stations. And Westinghouse promotion specialists, who know their audiences, will help you reach the most listeners in each area. For costs and availabilities, get in touch with our national representatives.

WESTINGHOUSE RADIO STATIONS INC

KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

WIP Produces

Example #5

In March, 1943, the Arrow Store—reputed to be the largest purveyor of Arrow merchandise in America, based on square footage of floor space—began sponsorship of "The Arrow News", 8:15 to 8:30 AM, Monday through Saturday.

It is estimated that the Arrow Store has quadrupled the store space in the past five years . . . five years in which "The Arrow News" has been *the* "Big Gun" of the store's radio advertising, and *one of the biggest* of all its advertising weapons.

WIP

Philadelphia

Basic Mutual

•

Represented Nationally

by

EDWARD PETRY & CO.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

INDEX:

GENERAL NEWS ..... PAGE 22
TELEVISION ..... PAGE 27

DEPARTMENTS:

Agencies	8
Allied Arts	78
Commercial	50
Editorial	48
FCC Actions	76
Management	50
Network Accounts	52
New Business	14
News	87
Open Mike	16
Our Respects to	48
Production	54
Programs	75
Promotion	88
Radiorama	38
Technical	79
Telestatus	18
Turntable	79

FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each issue: Video, AM and FM Parades, FCC Box Score

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Jo Hailey, Ed Keys, Tyler Nourse, Jseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan, Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*
George L. Dant, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Barbara Birch.
AUDITING: B. T. Taishoff, Irving C. Miller, Eunice Weston.

SPECIAL PUBLICATIONS

BERNARD PLATT, *Director*
Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

WINFIELD R. LEVI, *Manager*
Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell, Stella Volpi.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, *CENtral* 4115
William L. Thompson, *Manager;* John Osbon, Jane Pinkerton.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO BUREAU

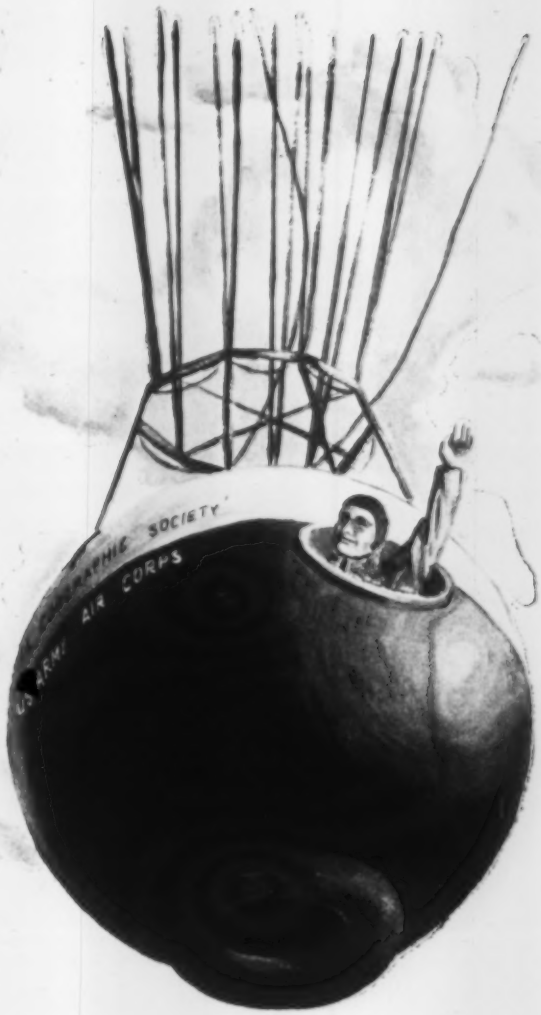
417 Harbour Commission Bldg. *ELgin* 0775
James Mantagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

YOU MAY REACH AN ALTITUDE OF 14 MILES*—



BUT . . .

YOU CAN'T "FLY HIGH" IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

There are two big reasons why practically no one listens to outside broadcasts in Western Michigan:

(1) Our region's "wall of fading" prevents consistently good reception even from the largest outside stations.

(2) Two home-region stations furnish such excellent programming that the Western Michigan audience's needs *are apparently satisfied almost completely.*

Those two stations are WKZO in Kalamazoo and WJEF in Grand Rapids. WKZO's Share of Audience in Kalamazoo, Mon. thru Fri., Noon to 6:00 p.m., is 55.2—36.5 above its highest competition. WJEF's in Grand Rapids is 26.7—4.5 above its highest competition. (Hooper Report, Jan.-Feb. 1948.)

Let us tell you the whole story! Write us—or ask Avery-Knodel, Inc.

** Record set by Anderson and Stevens was 72,394.795 feet (November 11, 1935).*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

The Swing is to WHB in Kansas City

Here is a powerful radio station
dominating an incredibly wealthy market.

WHB is a seller of goods: WHB knows salesmanship.

We will turn handsprings
down Main Street
to sell your product.

10,000 WATTS IN KANSAS CITY

WHB

DON DAVIS
PRESIDENT

JOHN T. SCHILLING
GENERAL MANAGER

Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Agencies

EUGENE L. BRESSON, formerly with LaRoche & Ellis, New York, joins F. W. Prelle Co., Hartford, Conn., as director of radio, member of plans board and account executive for national advertising. He previously was with Young & Rubicam, New York, as radio supervisor, member of radio plans board and director of radio for Y&R Toronto.

CHANNING BARLOW, formerly with Albert Frank-Guenther Law Inc., New York, as account executive, joins New York office of Wilson, Haight & Welch Inc., in similar capacity.

Mr. Barlow

ALFRED DUCATO, formerly with Wakefield Adv., San Francisco, joins Abbott Kimball Co., same city, as vice president in charge. LEON PAUL DACUS and FRANCES KEITH, both with agency for several years, also named vice presidents.

LEW KUTCHER, formerly with Henry Modell & Co., joins Lew Kashuk & Sons Adv., both New York, as account executive.

LES HANNA, manager of San Francisco office of Biow Co., resigns effective Sept. 1. Reportedly will re-establish his own agency in that city. No successor named as yet.

REGINALD F. PIERCE, who was for 12 years with Magazine Repeater Razor Co. (Schick Injector Razor) as sales manager, joins merchandising department of Young & Rubicam, New York. CLYDE A. SYZE, former vice president and account executive for Benson & Benson, New York, joins copy research division of Y&R's research department in New York. EDWARD MURRAY, formerly researcher on *New York World-Telegram*, also joins research department.

CHARLES GORDON, former public relations director in California for Transport Motor Co., Willys distributor, and YVONNE ENGELMAN, formerly associated with the late HARRY ELLIOTT'S agency, form new agency, Gordon & Engelman, with offices at 690 Market St., San Francisco.

VAN DIVER & CARLYLE Inc., New York, announces formation of new department for development of packaged video shows soon to be made available to stations and advertising agencies generally. New department will be under direction of WAYNE WIRTH.

FAY E. EVANS, formerly with Hirshon-Garfield; Kastor, Farrell, Chesley & Clifford, and Morse International Inc., all New York agencies, joins radio copy department of Compton Adv., New York. She previously was with WPTF Raleigh, N. C. and WMCA New York.

HARRY BARGER, formerly with Ralston Purina Co., St. Louis, joins copy staff of Sherman & Marquette, Chicago.

RICHARD HALDERMAN, Young & Rubicam, Hollywood merchandising supervisor, is on three week merchandising tour of Midwest and Southern states for Hunt Foods.

ROBERT S. LOURIE, former advertising and sales promotion manager for Logansport Distilling Co. and Julius Wile Sons & Co., joins executive staff of Charles M. Storm Co. Inc., New York advertising agency.

HOWARD CAINE, radio director of E. W. Reynolds Ltd., Toronto, is making tour of western Canadian stations in keeping with radio department expansion in agency.

FLOYD G. VAN ETTEN, former sales coordinator at ABC and previously with NBC, joins media department of Needham, Louis & Brorby Chicago.

CAROLYN E. BONNESEN, head of space department for Sherman & Marquette, Chicago, since 1937, and in Chicago agency business since 1923, retires from business.

RICHARD N. DOYLE, with Young & Rubicam since 1947, transfers from media department of New York office to agency's San Francisco office as a space buyer.

THOMAS W. HUGHES, vice president of National Export Adv. Service, returns to New York after four-month business trip covering Hawaii, Philippines, British Malaya, Netherlands East Indies, Thailand, Hong Kong, and China.

WGN is not the only Radio Station in Chicago!!

Although it would appear that way at first thought, WGN is receiving only 40% of the local business. This means that 3 other network stations are each averaging about 20%. This further means that WGN is only twice as popular as the other stations!!

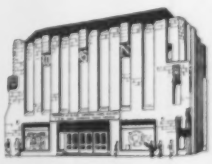
Seriously, we at WGN are justly proud that such a large percentage of local business has consistently been placed on WGN. The Chicago and Middlewestern market have long been most effectively reached by WGN, and it has been this fact which has attracted so many local advertisers to WGN.

A Clear Channel Station . . .
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

To Reach a RICH Market... Economically BUY

WGAL
WGAL
WGAL
WGAL
WGAL
WGAL
WGAL

LANCASTER, PA.

Established 1922

REPRESENTED BY ROBERT MEEKER ASSOCIATES
New York · Chicago
San Francisco · Los Angeles
NBC AFFILIATE
A STEINMAN STATION

Feature of the Week

Cartoon by Bill Willison in The Washington Post.

* * *

WMAL and WMAL-TV Washington decided to orient the public in television terminology. To explain some of the technical words which are now being used in the industry, the stations had Earl Hilburn, assistant chief engineer, meet with the press. The get-together was so popular that several of the local papers ran feature

(Continued on page 41)

On All Accounts

PRACTICE in roping steers on a Montana ranch has come in handy for Oliver (Ollie) Morton, who has been "roping in" timebuyers for radio accounts almost 20 years and is now national spot and local sales manager for NBC's Central Division.

Ollie emigrated to the "Golden West" and Montana's non-dude ranches after serving the required amount of time as a Hoosier schoolboy in Terre Haute and taking courses at Indiana U. A native Indianan, he still lauds his home state as a mecca for vacationers, although Montana also occupies a susceptible spot in his affections.

OLLIE

His cowboy capers came to a close in 1917, when young Oliver enlisted in the 23rd Army Engineers at the opening of World War I. During three years' service, he "slept in some of the best ditches" in France and Belgium for 23 months. At the end of the war, he returned to Montana for more of the outdoor life and found that ranching activities had been halted abruptly because of the drought.

For two years he switched to short-time pursuits—selling books and newspaper classified ads and pointing out to skeptical housewives the advantages of the tableware he carted from door to door. Cured of his wanderlust by 1922, Mr. Morton joined the Stevens-Davis advertising service in Chicago, remaining there until 1929.

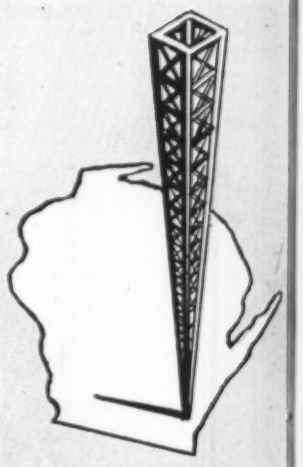
The fall crash resounded disastrously to most Americans, but brought a boom to Ollie, who began selling time at Westinghouse's KDKA Pittsburgh. After meeting clients and agency people, he chalked up enough five-figure billings to warrant his transfer to Chicago a year later as the first national spot representative of the four Westinghouse outlets.

At that time, KYW was in Chicago, and other Westinghouse stations were WBZ Boston and WBZA Springfield, Mass. Transferred to Boston as commercial manager of these latter stations in the fall of 1931, he moved back again the next year to KDKA as station manager.

In 1933, after NBC took over sales management for the Westinghouse stations, Mr. Morton went to Chicago as national spot sales representative of NBC owned and operated outlets and as local sales chief for WMAQ, which had just

(Continued on page 44)

Dominant
SELLING POWER



in the Nation's 12th Market

CBS Network
5000 Watts
Day and Night

G. W. Grignon, Gen. Mgr.

WISN
MILWAUKEE

The Katz Agency, Inc.
Natl. Representatives

Still another reason why WBBM has been

Chicago's most sponsored station for 22 years!

"WBBM sweeps up 75% more dollars"

... say C. A. Boushelle & Sons, Chicago's most modern rug cleaning company. And they *KNOW!* Twenty-two months ago, they started using a typical WBBM origination – the Housewives' Protective League, conducted by Paul Gibson. *Ever since, Boushelle & Sons have been cleaning up big (and steadily increasing) profits – the biggest in their history – at an advertising cost of only 13¢ per dollar returned!*

Specific results:

75% TOTAL INCREASE IN VOLUME OF BUSINESS IN ONE YEAR!

22 CONSECUTIVE MONTHLY INCREASES IN VOLUME OF BUSINESS!*

26% BIGGER ORDERS PER CUSTOMER!

51% MORE CUSTOMERS!

Significant sidelight: in a trade subject to sharp seasonal slumps, Boushelle & Sons are now doing a bang-up business *all year 'round*. Thanks to 50,000-watt WBBM.

Delivering high returns at low cost – scoring measurable results – is a WBBM habit, and has been for the past 22 years. That's why advertisers place more business on WBBM than on any other Chicago station. That's why YOU belong on WBBM.

*Over corresponding months in previous year.

Chicago's Showmanship Station WBBM

50,000 WATTS · COLUMBIA OWNED · REPRESENTED BY RADIO SALES · RADIO STATIONS REPRESENTATIVE, CBS

PRICES AND AUDIODISCS

A Statement On Our Price Policy

As of September 1st, aluminum prices are again increased. This means higher cost for the principal raw material used in the manufacture of AUDIODISCS. In fact, the cost of the aluminum base has always been the main item in the cost of production. Thus, any increase in aluminum prices is of major importance.

But beyond the cost of raw materials and labor there is a basic factor which determines the cost of manufacturing professional recording discs. This factor is the extent to which the particular process of manufacture enables the producer to turn out a large proportion of first quality discs. There are several methods of production used. None of these will give anything like a 100% yield. It is, however, obvious that as the percentage of yield increases there is a resulting drop in the average cost of aluminum, lacquer and labor.

Fortunately, our patented, precision-machine process—now used for over a decade and continuously improved—gives a more consistent yield of high quality discs than any method of production now used. And we have tested every other process in use.

So our position with respect to the present increase in aluminum prices is this:

1. We are *not* increasing prices of AUDIODISCS as of September 1st.

2. We shall make every effort to absorb this new aluminum price raise and thus continue our prices at the present level. Our calculations indicate that with some improved efficiency, now under way, and continued large volume production, we shall be successful in this hold-the-price effort.

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris.

Audio Devices, Inc., 444 Madison Ave., N.Y.C.

EXPORT DEPT: ROCKE INTERNATIONAL, 13 EAST 40TH STREET, NEW YORK 16, N. Y.

they speak for themselves audiodiscs

TV's MAJOR ADVANCE IN 1948!

Instantaneous Transcriptions of Television Programs

on

35-mm or 16-mm Motion Picture Film

On December 10, 1947, Paramount Pictures Inc. gave the Television Broadcasters Association (assembled at the Waldorf-Astoria) a first-showing of transcriptions of various types of programs recorded off the air on 35-mm film in the booth of the Paramount Theatre, New York.

It was explained that these recordings could be used for simultaneous theatre projection, for television program syndication, for reference purposes and in many other ways which will improve television programming. Since that time, the use of television transcriptions has grown extensively. We have recorded shows for networks, advertisers, advertising agencies and package producers. These transcriptions have been re-broadcast over stations in New York, Chicago, St. Louis and Los Angeles. Transcriptions of the recent political conventions were telecast in Chicago and Los Angeles a few hours after their recording.

Paramount recordings were designed to meet the competitive test of theatrical 35-mm motion pictures. And when broadcast to the smaller TV screen the quality is even better. Similar apparatus will soon be available in Hollywood and Chicago.

You can share this advancement *now*.

VIDEO TRANSCRIPTIONS MEAN BETTER PROGRAMS

You can add pacing and sparkle through editing.

You can use a rehearsal recording for audience-testing . . . for study, timing, polishing and planning retakes.

You can be sure your commercials are broadcast exactly as okayed by the sponsor.

You can schedule shows when and where you need sales pressure . . . repeat shows as audiences grow . . . amortize costs over many markets . . . forget time differentials and the lack of coaxial networks.

You'll save audition time . . . speed up policy decisions . . . get quick approval from distant executives . . . settle client-agency-talent differences of opinion and recollection.

You can copyright your tele-show (it's the only form in which it can be protected in its entirety under existing law).

You'll have an impressive new promotional tool in your sales kit for use at sales conventions, product exhibits, business luncheons and gatherings of dealers, salesmen and employees.

GET IN TOUCH WITH

Paramount Video Transcriptions

Paramount Television Productions, Inc.

NEW YORK OFFICE • 1501 BROADWAY • BRYANT 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

WMT Leaves No Stone Unturned in Big Rock

(IOWA)

BIG ROCK is small potatoes to some . . . but big things are growing all around this small Iowa town. Farmers thereabouts produce grain, poultry, hogs and cattle, the likes of which aren't found anywhere else. *(Iowa leads the nation in their production.)*

There are a thousand communities like Big Rock in WMTland, unimportant in themselves, mighty significant en masse. Tell 'em all on WMT's 600 kilocycles, the finest frequency in Iowa radio. *Ask the Katz man about WMT — Eastern Iowa's only CBS outlet.*

WMT

CEDAR RAPIDS

5000 Watts 600 K. C. Day and Night

BASIC COLUMBIA NETWORK

New Business

PERFEX Co., Shenandoah, Iowa, Sept. 1 starts its *Kitchen Club*, Mon.-Fri., on 13 Midwest stations to introduce new product, Shina Dish, soapless detergent. Stations to be used: KMA Shenandoah, WDAY Fargo, KFYR Bismarck, WTAD Quincy, KWTO Springfield, WMT Cedar Rapids, KWOA Worthington, KMMJ Grand Island, WNAX Yankton, KSOO Sioux Falls, WIBW Topeka, KCMO Kansas City, and KAYX Waterloo. Expansion to additional markets planned later in year. Agency: Buchanan-Thomas Adv., Omaha.

BATES FABRICS Inc., New York, signs 52-week contract with NBC television to sponsor specially-produced package, *Girl About Town*, beginning Wednesday, Sept. 8, 8-8:20 p.m. James P. Sawyer Inc., New York, is agency.

CAMEL CIGARETTES, through its agency, William Esty & Co., New York, buys sponsorship of Wisconsin State U. football schedule which starts at end of September. Games will be sponsored on 20 stations of Wisconsin Network for 13 weeks.

FRUIT INDUSTRIES Ltd., San Francisco, is using Louisiana as test market to introduce its Dolly Madison wine via spot radio in New Orleans, Baton Rouge, Alexandria, New Iberia, Lake Charles, Lafayette, Shreveport, Crowley and Opelousas. Agency: Schoenfeld, Huber & Green, Chicago.

WHITEHALL PHARMACAL Co., through Dancer, Fitzgerald & Sample, beginning Oct. 3 to sponsor *Mary Kay and Johnny Show* on WNBT New York, Sun. 7-7:20 p.m. [CLOSED CIRCUIT, Aug. 9]. Program may also be extended to be heard on WPTZ Philadelphia.

PERSONAL PRODUCTS Corp., Milltown, N. J., appoints BBDO, New York, to handle radio and special advertising for "Yes" tissues. No plans set yet.

AMERICAN VENDORS Inc., Los Angeles (bottled soft drinks vendor), through Allied Adv., same city, planning expansion of advertising to include radio, starting Sept. 1. Budget of $100,000 will be expended for all media for coming year.

ATLANTIC BREWING Co., Chicago, appoints W. D. Doner & Co., Chicago, to handle its Tavern Pale beer account. Both radio and television will be used.

P. LORILLARD Co., New York, signs for all remaining Chicago Cubs games on WGN-TV Chicago, through Lennen & Mitchell, New York. This is addition to firm's original contract calling for sponsorship of one-half of entire WGN-TV Cubs-White Sox baseball schedule.

STANDARD BRANDS, for Blue Bonnet Yellow Quik, expanding its advertising in southeast and southwest markets with eight-week spot announcement campaign started Aug. 16 on about 65 stations. Ted Bates Inc., New York, is agency.

P. BALLANTINE & SONS, Newark, N. J. (beer and ale) signs to sponsor heavy-weight bout between Ezzard Charles and Jimmy Bivins on CBS television, starting at 10 p.m., Sept. 13. Bout at Uline Arena, Washington, D. C., available for broadcast "outside a 70-mile radius" of capital, will be carried by WCBS-TV New York, WCAU-TV Philadelphia, WNAC-TV Boston, but not by WMAL-TV, CBS Washington outlet. Agency: J. Walter Thompson, New York.

NORGE Co., through its Philadelphia distributor, TRILLING & MONTAGUE, signs with WFIL-TV Philadelphia for sponsorship of telecasts of 33 home games of professional basketball Warriors team and championship play-off games. Beginning Nov. 4, telecasts will be Tues. and Wed. Agency: Campbell-Ewald, Detroit.

GOEBEL BREWING Co., Detroit, signs with WXYZ-TV Detroit to sponsor telecasts of six home games of Lions, professional football team, beginning Oct. 9.

HONEY BUTTER PRODUCTS Corp., Ithaca, N. Y., which appoints Jasper, Lynch & Fishel Inc., New York, to handle advertising for its Downey Honey Butter, Honey Food Spread and Honey Peanut Butter.

(Continued on page 52)

And Now WBAP-TV

In the Spring of 1922, a two-man staff labored over a faltering 10 watt signal in a one-room studio. WBAP, the Fort Worth Star-Telegram's radio station, was being readied for one of the first broadcasts in the Southwest—to the delight of headphone listeners for at least blocks around.

Twenty-six years of pioneering and leadership later —in this Summer of 1948—the story parallels.

Today WBAP-TV is being readied for the FIRST telecast in the Southwest, scheduled around Sept. 29, on Channel 5, 76-82 megacycles, 17.6 kilowatts effective radiated power-visual.

But this time there is a difference. Instead of 1922's one room, WBAP-TV will be housed in the finest radio and television center in the Southwest, now under construction in Fort Worth. Instead of the original $200 dollars worth of equipment used in 1922, WBAP-TV will have the best transmitter, camera and film equipment available. Instead of a novice start, the full experience of a proud and powerful parent will be guiding WBAP-TV along the way.

WBAP knows how to pioneer and lead. WBAP-TV will be the television station to watch.

Houston Agency Thanks

EDITOR, BROADCASTING:

I certainly appreciate the copies of the Wallace Davis & Co. story [BROADCASTING, July 19].

While we had anticipated your use of some of the photographs, we are, nevertheless, highly pleased with your handling of the material.

J. F. Brinley
Wallace Davis & Co.
Houston, Tex.

* * *

Top 20 Stations (?)

EDITOR, BROADCASTING:

I was very much interested in your story on page 22 of the Aug. 16 issue entitled "Hooper Top Twenty Stations In United States," however, I think that it is somewhat misleading in the way the story is written up, in that it says "according to the computation, the stations outranking all others in the nation are . . ." Many cities do not have the Hooper Station Listening Index during all months of the year. WTAR, for example, is one in this category, but that does not mean that our audience share is not as large or larger than the listings shown in your story. Do you not think it would be well, in the cause of accuracy, to state in this monthly story the number of stations concerned in the listings or make it plain that this ranking only includes those cities where Hooper audience indices are measured.

Campbell Arnoux
President, WTAR
Norfolk, Va.

[Editor's Note—Mr. Arnoux's suggestion is valid and timely. Henceforth it will be made clear that the rankings embrace only those cities where Hooper audience indices are measured.]

* * *

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Off Beam,' Says WIPR

EDITOR, BROADCASTING:

I don't think it is fair for you to classify the Puerto Rico Communications Authority, agency of the Government of Puerto Rico, with the Communists who commandeer the radio, with the Fascist dictators, with Hungary under the Comintern, with Robert Best, the American renegade who stooged for Hitler, merely because we have followed the pattern set by New York City, Jacksonville, Dallas, Camden, Cornell University, Ohio State University, and other public agencies in establishing a radio broadcasting station. Your recent editorial gives a very inaccurate impression.

You say that "there are still those in the military who think in terms of censorship, radio silence, reduced power, and complete government operation of broadcast services." You go on to say that a "straw in the wind" is the licensing of our station WIPR. You clearly imply that our station will in some sense, be a result or an instrument of American military policy. This implication is entirely incorrect.

As operators of the local telegraph and telephone system, we have received written testimony from top military officials of the value of our cooperation during the war. But aside from that, and quite completely, so far as our radio station is concerned, we are as free of military domination as is Station WNYC or the various university stations around the country. Our corporation is a civilian agency, under civilian control by a government headed by a governor, elected by the people of Puerto Rico.

We saw nothing un-American in applying for our permit and made a full disclsoure of our intentions to the Federal Communications Commission before it was granted. We have spent a considerable sum of money in constructing the station and expect to conduct it in such a way that it will be beneficial not only to the people of Puerto Rico but also to the broadcasting industry itself. We have built up two symphony orchestras that will be available for use not only by us but also by the other stations of the Island.

Even before starting operations ourselves, we have arranged with WNEL, one of the local stations, to use one of these orchestras in its broadcasts. The establishment of our station makes available certain resources for broadcasting and facilities for artistic development in Puerto Rico that probably would be impossible, financially and otherwise, without it.

It is argued against us that we do not pay taxes on equipment, etc. The total amount involved in this tax exemption is under $15,000 a year, but, on the other hand, we have created the Puerto Rico Symphony Orchestra and the Symphonietta Orchestra conducted by nationally known Puerto Rican composer Rafael Hernández, with an annual budget of $90,000. Both these orchestras, as I said, are at the disposal of all the broadcasters of the Island at the usual rates.

Our permit was granted many months ago. Our plans are a matter of public record. If the other broadcasters, or the publishers of trade publications, were in a mood to protest, they should have done so two years ago when our application was filed. Now that our permit is granted, now that our costs have been incurred, now that we

(Continued on page 55)

TIMING is necessary for a successful circus "flying act". But, timing alone does not provide entertainment. It's grace and style . . . or in other words, showmanship . . . that entertain and provide the thrills. We at WPTR put showmanship first, for good entertainment is the method by which radio *sells your products.*

With 10,000 watts night and day and over a million potential listeners, WPTR has all the tools you need to merchandise in the Albany-Troy-Schenectady market. Let us spotlight your product.

Herb DuVal

WPTR

PATROON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY 1, N. Y.

FROM AMARILLO, TEXAS COMES . . .

A Short But

"POWER-FULL"

Coverage Story!

K F D A now on

5,000 watts

(1,000 Watts—Night)

● KFDA penetrates the great Amarillo market forcefully—yet economically. Ask a John E. Pearson representative for station and market statistics—or write Howard P. Roberson, Manager.

A B C **KFDA** *Affiliate*

A NUNN STATION

AMARILLO, TEXAS

—One of the 5 Major Texas Markets—

Telestatus

(REPORT 21)

HOFSTRA SURVEYS HABITS

FINDINGS tending to substantiate the opinion frequently expressed that television will have tremendous effect on American home life are included in a survey recently completed and published in mimeographed form by Hofstra College, Hempstead, Long Island, N. Y.

Not only is television's impact great, but there is little evidence that its effects tend to wear off with time. This was one of the trends pointed up by the survey, which was made during a sample week (first week of May 1948) among 137 television-owning families and 137 non-television families, principally in Nassau County, Long Island.

Effect of television on entertainments outside the home—such as movie-going and attendance at sports events—and on "at home" activities were included in the study, which was made by 110 psychology students at Hofstra under the direction of Dr. Thomas E. Coffin. Dr. Coffin is a member of the college's psychology department and head of the recently-established Hofstra television research bureau.

Among the more important general conclusions of the study, which is titled "Television's Effects on the Family's Activities," were these:

TABLE I
OPINIONS ON MOVIE ATTENDANCE

"Go to movies less since getting TV"	
Total TV group	59%
Upper class	61%
Upper-middle class	55%
Middle class	69%
New TV set owners (less than 6 mos.)	59%
Old owners (6 mos. or more)	59%
"Enjoy movies less now"	
Total TV group	13%
New owners	8%
Old owners	17%

In entertainment outside the home, movie-going is most seriously affected by television, with movie attendance 20% off and 59% of the television families reporting that they now attend movies less than they did before getting their TV sets.

In "at home" activities, radio listening is most seriously affected, the study indicating that among the families interviewed hours of listening declined 26% for daytime and 68% for nighttime.

Use of television is relatively heavy, with an average of 24 hours of viewing per week and three and a half viewers per set.

Owners are enthusiastic about television, and 91% like television's commercials better than radio's.

The Hofstra survey used the "matched-group" technique, picking for every television family a non-television family as comparable to it as possible in every respect except set ownership, according to Dr. Coffin. Interviewers were instructed to select for their interviews in homes not having television sets the house (in the same block usually) which most closely resembled the TV house in apparent socio-economic status.

"In contemplating the economic impact of television," says Dr. Coffin, "two significant questions come up." One of them, he adds, "has to do with its effects at various economic levels. . . . The other concerns the influence of habituation—do these effects diminish as the family gets used to having their TV set around?"

In answer to the first question, the Hofstra study report says "the general impression suggested by these analyses is that there may be a tendency for the impact of television to be somewhat greater on the middle-class level than on the upper levels." As for the second question, the conclusion is that "the data do not readily support any suggestion that the impact of television is temporary and will wear off with time."

Going into the specific question of TV's effect on motion picture attendance, the Hofstra report comments that the results of the Long Island survey confirm a report made by Foote, Cone & Belding, New York advertising agency, showing that 51% of the 415 New York City set owners which the agency sampled say they go to the movies less often now than before getting their television sets. The Hofstra study indicated that on Long Island—at least among the families included in the study—the effect on movie-going is even greater, for 59% of the television families interviewed said they go to movies less often now.

"The coming tug of war between television and the movies," the report comments, "already has attracted considerable attention in the entertainment world. Varied opinions have been expressed as to the extent of TV's future inroads upon motion picture box-office receipts. Our own [Hofstra's] data suggest that these effects may be undeniably present but by no means crippling in their extent." (See Table I)

Some television families, says the Hofstra report, seem to get less enjoyment from motion pictures after becoming accustomed to the convenience of their television sets. "When the question of enjoyment was put to them directly [Table I], 13% of our current TV group said they now enjoy the movies less. This percentage was somewhat higher among those who had had their sets for a longer period. as though habituation favored TV rather than the movies."

The report adds that the heaviest decline in movie attendance as a result of television set ownership—33%—is among families in the middle class, where the attendance rate has been highest. "The number of families in which no one attended the movies during the sample week is 50% larger in the television than in the control [non-television] group."

Inroads of television on forms of entertainment other than movie-going also are covered in the Hofstra study. These other types of entertainment show a decline of 29% among families owning television sets [Table II]. In both groups, i. e., television and non-television families, says the report, "overall participation in outside amusements decreases as we move down the socio-economic scale . . . At each level the television families show less participation than corresponding control families. Again, as for movies, the decline is more serious in the middle economic bracket than in the upper."

TABLE II
OTHER FORMS OF ENTERTAINMENT
(Non-movie; commercial and non-commercial)

	Attendance per hundred persons		Per cent decline in TV group
	Non-TV families	TV families	
All non-movie forms together:			
Total group	63.0	45.0	28.5
*Upper class	78.7	63.8	19
Upper-middle class	66.3	45.6	31
Middle class	50.3	34.6	31
Adults	72.9	54.3	26
Children	33.1	21.9	34
Commercial forms (paid admission):			
Total (excluding movies)	54.4	38.3	29.6
Dining, dancing, night-clubbing	26.6	15.4	42
*Baseball, fights, racing	10.2	10.2	0
*Misc.: plays, bowling, etc.	17.6	12.7	28
Non-commercial:			
*Parties, socials, etc.	8.6	6.7	22

* Frequencies too small to be reliable.

The report points to the fact that "in the light of sports promoters' concern over television's effects on their gate receipts, the absence of any drop-off in television owners' attendance" at sports events such as baseball games, fights and races [Table II] "is intriguing." However, the report adds, the frequency of attendance by each group was too small to make the figures reliable.

Not only away-from-home entertainments but also leisure time activities carried on at home "suffer under the influence of television," the Hofstra study finds. "Perhaps the two most important," it says, "are radio listening and reading, competing with television as media of communication and advertising."

TABLE V
AMOUNT OF TELEVISION VIEWING
(Median hours per week)

Total TV group	24.3
Upper class	27.5
Upper middle class	20.0
Middle class	18.3
New owners	25.75
Old owners	23.24

Decline in daytime listening, 26% [See Table III], is no greater than that found for other types of entertainment, the report points out, but the drop of 68% in nighttime listening "is quite a serious cutback."

"The overall drop of 44% in listening," the report adds, "approximates the figure recently suggested by Dr. Frank Stanton, president of Columbia Broadcasting System, who indicated that as a 'rule of thumb' radio listening could be thought of as 'down 50% in TV homes.'"

Another radio listening observation was that "not only is there a drop in the number of hours during which the radio is played in TV homes—there is also a decrease in the number of people listening to the radio when it is on."

The study also led to the observation that a televiewer is hard to lure back to radio listening once television has attracted him.

Effect of TV upon reading habits will be especially interesting to

(Continued on page 44)

TABLE III
AMOUNT OF RADIO LISTENING
(Median hours per family per day)

Hours of listening:	Non-TV families	TV families	Per cent decline in TV group
Daytime (before 6 p.m.)	3.5	2.6	26
Nighttime (after 6 p.m.)	3.4	1.1	68
Total per day	6.95	3.90	44

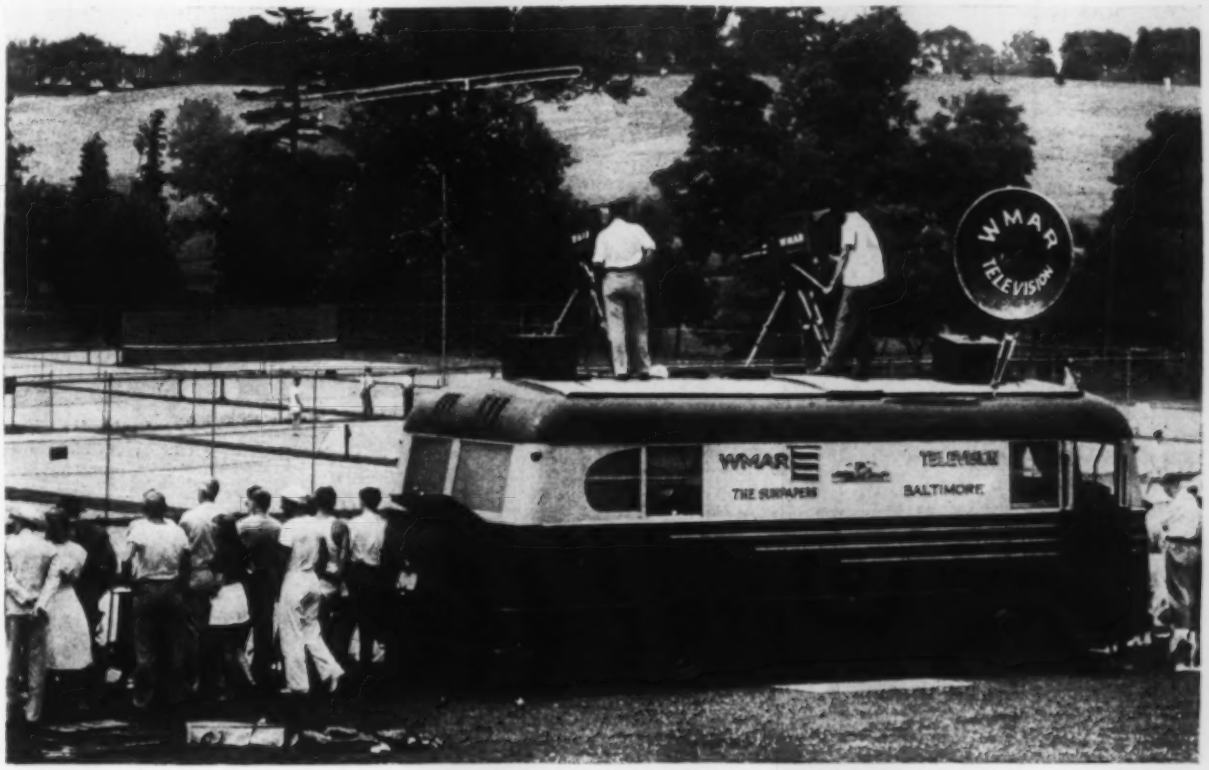
TABLE IV
AMOUNT AND TYPE OF READING

	Non-TV families	TV families
Hours per family per week	21.3	17.5
Type of reading:	% given to:	
Books	17	17
Magazines	31	33
Newspapers	52	50
Total	100	100

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND



In Maryland—it's WMAR-TV for local news!

People in Maryland are like people everywhere—they are interested in what happens around them—they want television coverage of *local events*.

That's why such a large percentage of Baltimore's growing number of television sets are tuned to WMAR-TV's Channel Two. Televiewers here know from experience that when news happens, they'll see it on the Sunpapers' station!

WMAR-TV's local news coverage—from its own studio, on the spot via WMAR-TV's two mobile television pickup units, or recorded by WMAR-TV's own film department, quickly processed and featured on the daily "Television News"—is a complete record of the happenings in the Chesapeake Bay Region.

In addition to this local coverage, WMAR-TV telecasts news events from the major networks.

In Maryland, it's WMAR-TV not only for local news, but for the best in television, day after day!

SPECIAL! WMAR-TV inaugurates the fall football season of the Baltimore-Colts-New York Yankees professional football game on September 5. During the season, this station will televise all seven home games of the Colts, and as many out-of-town games as possible. Colts' telecasts are exclusive with WMAR-TV.

Represented by

THE KATZ AGENCY, Inc.

500 FIFTH AVENUE · NEW YORK 18, N. Y.

ROUNDIN' UP HIGH HOOPERS IN CLEVELAND!

Pardner . . . there's a two-barreled rootin', tootin' (but not high fallutin') show that keeps the listeners corraled! It's the Montana Cowboys! Yep . . . they've just lassoed another high Hooper . . . 10.4! Fifteen minutes every evenin' when the folks are eatin'! Course it's on WHK . . . and that's a dog-gone good steer!

IN CLEVELAND IT'S

WHK

The Paul H. Raymer Co., National Representative

BROADCASTING
TELECASTING

Vol. 35, No. 8 WASHINGTON, D. C., AUGUST 23, 1948 $7.00 A YEAR—25c A COPY

OWNERSHIP LIMIT *Sweeping FCC Actions* SPEEDUP PLAN

NEW RESTRICTIONS on multiple ownership of stations in all classes were proposed last Thursday by the FCC to become effective in 1953 as to existing "situations." They have an immediate effect, however, by thwarting any planned expansions of majority and minority acquisitions beyond the proposed limits.

The FCC proposed to modify its existing rules to limit AM stations under common control to a maximum of seven, with no additional minority interests to be held in any other AM stations. A staggered table of minority interests in relation to controlling interests is established, ranging from no minority holdings if seven stations are controlled to 14 minorities if no station is controlled.

The proposed rules also extend and broaden the limits on TV and FM ownership, now limited to five and six, respectively. There are staggered schedules covering these station classes as between majority and minority numerical limits. The TV minority limit is 10 and the FM 12.

A hearing on the proposed rules probably will be set this fall. The FCC will accept briefs and statements through Sept. 27.

The FCC explained the rule changes would not become effective until Jan. 1, 1953, for existing situations "in order to permit the orderly disposition of interests by those affected." It added, however, that this extended time would not be applicable "to any case where complete disclosure of all facts has not heretofore been made to the Commission."

Status of CBS

According to available records, the only corporate entity that would obviously be affected is CBS, which owns seven standard stations, and holds a 45% minority interest in KQW, its San Francisco affiliate. Now pending before the Commission is the CBS-*Washington Post* transaction whereby 55% of WTOP would be sold to the newspaper for approximately $900,000, while CBS would acquire from the Brunton interests their 55% in KQW [BROADCASTING, June 21]. This, in effect, is a stand-off deal, since the CBS ownership level would remain unchanged numerically. Should the rules be adopted, as proposed, CBS by the 1953 cut-off date would be faced with the sale of the minority WTOP interest or of one of its wholly-owned stations.

The proposed regulations probably would affect certain individuals who may hold minority interests in one or more standard stations, along with stockholdings or official status in a group ownership company. While no records are available, it was thought the number of individuals so affected would not exceed a half-dozen.

The proposed rules constitute the latest effort of the FCC to prevent concentration of control of broadcast facilities. The plan has been discussed by the FCC in executive session at several meetings in the past few weeks, with Benedict P. Cottone, general counsel, and his chief assistant, Harry M. Plotkin, now assistant general counsel temporarily in charge of broadcasting, pressing hard for prompt action. Following the meeting, at which the regulations were adopted, Mr. Plotkin left for a month in New England.

Aside from the possible effect upon CBS, so far as is known, no other networks would be immediately affected. NBC and CBS have less than the proposed quotas in controlling ownership, and likewise wouldn't presently be affected by the less-than-controlling inter-

(Continued on page 66)

IN A MOVE to streamline and speed up processing of cases involved in hearing proceedings, FCC last Thursday announced proposed revision of its rules which would:

- **Replace issuance by the Commission of a proposed decision in a hearing case, with the initial decision by the hearing examiner or Commissioner presiding, unless otherwise directed by FCC.**
- **Allow motions presently handled by the Motions Commissioner, with certain exceptions, to be acted upon by hearing examiners.**

The revisions are designed to lighten measurably the workload of the Commission and especially of the Motions Commissioner. An average of one year elapses now in the handling of hearing cases—the FCC's worst bottleneck. It is hoped that from three to six months will be clipped under the new method.

The changes would bring the FCC's procedures more nearly in line with the administrative adjudication system employed by other independent agencies.

Although the changes are procedural, FCC stated that since they are substantial, it will afford all interested parties opportunity to comment. Sept. 27 was set as deadline for filing of statements or briefs. Oral argument would be designated if warranted.

FCC announced that its proposed changes have been "the subject of extensive study by the Commission" and consideration has been given to suggestions submitted by the FCC Bar Assn. Leonard H. Marks, chairman of the Association's Committee on Practice and Procedure, told BROADCASTING he had submitted that organization's recommendations to the Commission about three months ago. He said his committee had been working on its suggestions for about 1½ years and that they prefaced a wide range of FCC procedure revisions under consideration or slated to be taken up by the committee.

Text of Procedure Proposal on page 72

Under the proposed changes the hearing examiner or presiding Commissioner would prepare an initial decision, unless directed otherwise by the Commission. In specific cases FCC might direct the case to be certified to the Commission for initial decision, depending on the importance of the matter under consideration. If no

(Continued on page 72)

Text of Proposed Multiple Ownership Rules

1. Notice is hereby given of proposed rule making in the above-entitled matter.

2. The Commission proposes to amend Sections 3.35, 3.240 and 3.640 of its Rules and Regulations in the manner set forth in the attached Appendix.

3. The proposed rules are issued under the authority of Sections 303(r), 311, 313 and 314 of the Communications Act of 1934.

4. Any interested person who is of the opinion that the proposed amendments should not be adopted, or should not be adopted in the form set forth, may file with the Commission on or before September 27, 1948, a written statement or brief setting forth his comments. Persons desiring to support the rule may also file comments by the same date. The Commission will consider all comments, briefs and arguments presented before taking final action with respect to the proposed rules.

5. Fifteen copies of each brief or written statement should be filed as required by Section 1.764 of the Commission's Rules and Regulations.

APPENDIX*

3.35 Multiple Ownership—(a) No license for a standard broadcast station shall be granted to any person (including all persons under common control[1]) if:

(1) such person directly or indirectly owns, operates, or controls another standard broadcast station located in the same community or in another community in the same metropolitan district or if such person directly or indirectly owns, operates, or controls another standard broadcast station with a substantial overlap in the service area of such stations. In determining what constitutes substantial overlap consideration will be given to the facts of each case with particular reference to such factors as the classes of stations involved, geographic extent of overlap, location of centers of population, distribution of population, other competitive service to the overlap area, location of trade areas, metropolitan districts and political boundaries, areas and populations to which the service of the station is directed (as indicated by commercial business of the station, news broadcasts, sources of programs and talent, nature of programs, coverage claims, and listening audience), and location of main and secondary studios: or

(2) such person or any stockholder, officer or director of such person directly or indirectly owns any interest in, or is an officer or director of, another standard broadcast station located in the same community or in another community in the same metropolitan district: or

(3) such person, or any stockholder, officer or director of such person, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other standard broadcast station if the grant of such license would result in a concentration of control of standard broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of areas served, the number of people served, classes of stations involved, and the extent of other competitive service to

(Continued on page 66)

*** The proposed provisions of Sections 3.240 and 3.640 relating to multiple ownership of FM and Television broadcast stations are not set forth in the Appendix. They are the same as Section 3.35 except as noted.**

[1] The word "control" as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

TBA ACCEPTS

Committee to Meet NAB Group

THE TELEVISION Broadcasters Assn. agreed last week to meet with representatives of the NAB for discussions looking toward the establishment of liaison between the two trade associations in matters of common interest.

The TBA board, in response to an invitation from A. D. Willard Jr., executive vice president of NAB, appointed a four-man committee to meet with a counterpart group appointed earlier by NAB [BROADCASTING, Aug. 16].

Although no TBA board member would comment officially as to the expected outcome of the conferences, it was understood that the video association looked favorably upon close cooperation between the two associations in matters jointly affecting television and sound radio broadcasters.

It was clear, however, that TBA was not disposed toward any arrangement approaching unification of the two organizations. TBA, it was said, would probably agree to cooperation but not to merger.

The committee appointed by the TBA board is composed of J. R. Poppele, vice president of WOR New York and president of TBA, chairman; G. Emerson Markham, stations manager for General Electric; Lawrence Phillips, director of the DuMont Television Network, and Will Baltin, secretary-treasurer of TBA.

The association formally advised Mr. Willard that its committee would meet with the three-man NAB committee, which was appointed Aug. 13, sometime in the week of Aug. 30 in New York. TBA said it preferred to set the date of the meeting on Sept. 1.

NAB announced Thursday that Harry Bannister, WWJ-TV Detroit, had been unanimously elected chairman of the board of Television Advisory Committee, named Aug. 6 by NAB President Miller. The board group is to extend the work of NAB into television. Its first meeting was held Aug. 13 in Chicago [BROADCASTING, Aug. 16].

Groups Will Meet

A three-man segment of the group will meet with TBA's liaison committee to study the problems of NAB-TBA cooperation. Mr. Bannister also will be chairman of the NAB liaison group, succeeding Walter Damm, WTMJ-TV Milwaukee, who was unable to serve in the position because of conflicts. Other members of the NAB trio are Clair McCollough, WGAL Lancaster, Pa., and Mr. Willard.

Action of the TBA was taken after Mr. Willard wired an invitation requesting the meeting for "discussion and study" of "trade association needs."

An indication that TBA firmly intended to continue as an entity was seen in another action taken by the board of directors at the same meeting. The board appointed acting chairmen for the four regions which the association has established as its principal subdivisions.

Each chairman will serve until organizational meetings and elections are held in each region. They are: Eastern region—Neil H. Swanson, WMAR-TV Baltimore; Midwest—Walter Damm, WTMJ-TV Milwaukee; Southern—Charles Crutchfield, WBT Charlotte, and Western—Klaus Landsberg, KTLA Los Angeles.

All acting chairmen will meet with Mr. Poppele, probably next month, for preliminary conferences, and it is hoped that the first regional organizational meetings will be held before the end of October.

At the same board meeting, Robert E. Kintner, executive vice president of ABC, was elected to the TBA board to fill the vacancy created by the resignation of F. J. Bingley, who recently resigned from Philco to become chief television engineer for the Bamberger stations. Mr. Bingley's term expires at the end of the year.

GIVEAWAY BAN

FCC Position Questioned

(Also see story, page 30)

STARTLING developments in the widely ballyhooed giveaway ban proposed by the FCC are imminent with the discovery that FCC jurisdiction over lotteries is decidedly questionable.

FCC is in a quandary and this week is expected to take action which observers believe will mean rescinding, in whole or in part, its proposed regulations to outlaw giveaway programs as proposed in its rule-making notice of Aug. 5 [BROADCASTING, Aug. 9, 16].

Such descriptions as "collossal blunder," "unthinkable" and "amazing" were bandied about in Washington legal circles last week after the view was expressed that FCC's jurisdiction over lotteries just doesn't exist, but the matter is part of the Criminal Code. Attorneys seemed to agree that only the Dept. of Justice, not FCC, can act on these matters.

One highly-placed FCC official told BROADCASTING that the question arises as to FCC's "rule-making authority" over lotteries is now being studied to determine whether or not FCC can issue regulations.

The same source held a positive view, however, that even if it could not issue regulations, it could take judicial notice of any violation of statutes, either criminal or civil, in passing upon license renewals in exercising its licensing power. Heretofore FCC has referred such cases to the Dept. of Justice and presumably that will be its recourse in attempting to pull itself out of this legal morass.

Repeatedly, the Attorney General has rejected such referred cases as "unprosecutable", meaning he felt the Government could not win in the courts.

When FCC first learned of its error isn't exactly clear but presumably it was just a matter of hours before disclosure by Philip G. Loucks, Washington attorney who previously had challenged FCC's lottery jurisdiction. It was evident that he had arrived at some amazing conclusions, apparently well documented at the FCC law department. It was reported the Commission apparently never had been notified of revision of criminal statutes, as is customary on all legislation affecting government agencies.

General Counsel Benedict P. Cottone and Assistant General Counsel Harry M. Plotkin of the FCC had left Washington Thursday—Mr. Cottone for New York and Mr. Plotkin for a month's vacation in New England. Both had been prime movers in drafting of the proposed giveaway regulations, with Mr. Plotkin in charge of drafting.

In addition to Mr. Loucks' disclosure, Don Petty, NAB general counsel, discussed the situation at the NAB district meeting in Minn-

(Continued on page 72)

In This Issue . . .

Ownership Limit Proposal	21
Ban Jurisdiction Questioned	22
TBA, NAB to Meet	22
FCC Procedure Speedup	21
Earnings Up, Savings Down	23
Individual Income by States	23
Elvin Named WTVO Manager	24
GOP and Demos Map Radio Plans	24
WHAM Renewal Interests Probers	25
Blue Book Scotus Test	26
Rankin Named Adviser to Miller	26
Agency Wants Facts, Dist. 10-12 Told	29

KQW and KSFO Ge Frequency Transfe

Eight-Year Battle Is Sudden Settled by FCC Decision

ONE of the oldest competitive battles in FCC history was sud denly resolved Thursday by th FCC in an order permitting KQ San Jose, San Francisco and KSF San Francisco to switch freque cies, with KSFO getting a powe boost to 50 kw on the coveted 74 kc channel.

KSFO thus moves from its 56 kc 5 kw day 1 kw night facilit to 740 kc with 50 kw, allocate to California by the first NARB as a Class II 50 kw frequency.

KQW moves from 740 kc 5 kw to 560 kc 5 kw unlimited using th present KSFO transmitter sit which is in San Francisco, wit a directional pattern at night an subject to CAA approval of th site and satisfying of blanketin complaints.

KSFO is owned by Associate Broadcasters Inc., headed by Wes ley I. Dumm, and is an inde pendent. KQW is 45% owned b CBS, with the Brunton brother holding 55% of the stock and con trol. CBS bought the KQW minor ity interest in 1947 for $300,00 and at present is an applicant fo 100% control in connection wit sale of control in WTOP Wash ington to the *Washington Post*.

Both to Benefit

Both KSFO and KQW expec to benefit by the decision. KSF gets its power boost to 50 kw an will have wide coverage from th present KQW site when it goes t its increased power. KQW gets a lower frequency and will operat from a close-in site rather tha from the more distant transmit ter at Alviso.

The drawn-out case started i 1940 when KSFO filed in Febru ary for 50 kw on 740 kc under terms of the first NARBA. I November that year KQW, the on 1010 kc which NARBA as signed to Canada, filed for th 740 kc facility. With the shift o 1010 kc to Canada, KQW has bee on 740 kc pending outcome of th present proceedings.

The KQW application wa granted without hearing Sept. 9 1941, with KSFO's application de nied. Then the FCC set the KSF application for hearing the fol lowing Sept. 22 and two days later KSFO asked reconsideration of the KQW grant. FCC set aside the KQW grant Oct. 28 and the following spring held two months of hearings on the two cases. Pro posed decision denying both wa issued Nov. 30, 1942 when th wartime freeze was in effect. Both applications were denied without prejudice April 13, 1943. In 194 both stations applied for rein statement, and both were denied Jan. 16, 1945. They applied for reinstatement Oct. 1, 1945, and hearings were held in Nov. 1946

INDIVIDUAL INCOME BY STATES

States and regions	Total income payments Amount (millions of dollars) 1944	1946	1947	Percent increase 1946 to 1947	Per capita income Amount (dollars) 1946	1947	Percent of national average in 1947
Continental United States	151,217	171,200	189,734	11	1,213	1,323	100
New England	10,711	12,078	13,194	9	1,354	1,444	109
Conn.	2,713	2,889	3,299	14	1,510	1,671	126
Me.	864	916	998	9	1,059	1,128	85
Mass.	5,447	6,324	6,718	6	1,394	1,449	110
N. H.	419	548	613	12	1,075	1,148	87
R. I.	963	1,016	1,133	12	1,367	1,521	115
Vt.	305	385	433	12	1,097	1,183	89
Middle East	41,994	48,765	53,938	11	1,436	1,559	118
Del.	402	435	479	10	1,543	1,646	124
D. C.	1,508	1,739	1,795	3	1,546	1,624	123
Md.	2,536	2,728	2,934	8	1,345	1,465	111
N. J.	5,794	6,228	6,740	8	1,443	1,542	117
N. Y.	19,304	23,271	25,624	10	1,651	1,781	135
Pa.	11,085	12,712	14,426	13	1,244	1,372	104
W. Va.	1,365	1,652	1,940	17	901	1,031	78
Southeast	21,476	23,609	25,723	9	811	883	67
Ala.	1,943	2,089	2,371	13	739	837	63
Ark.	1,122	1,334	1,358	2	701	710	54
Fla.	2,369	2,462	2,571	4	1,082	1,104	83
Ga.	2,373	2,529	2,778	10	797	885	67
Ky.	1,825	2,173	2,364	9	782	850	64
La.	2,001	2,036	2,270	11	803	892	67
Miss.	1,188	1,202	1,382	15	575	659	50
N. C.	2,514	3,023	3,290	9	809	890	67
S. C.	1,268	1,407	1,517	8	732	778	59
Tenn.	2,276	2,558	2,830	11	849	916	69
Va.	2,597	2,796	2,992	7	970	1,064	80
Southwest	9,246	9,938	11,435	15	944	1,081	82
Ariz.	582	631	721	14	1,045	1,120	85
N. M.	420	492	576	17	920	1,053	80
Okla.	1,808	1,897	2,124	12	821	930	70
Tex.	6,436	6,918	8,014	16	977	1,128	85
Central	41,789	48,055	53,699	12	1,277	1,391	105
Ill.	10,276	12,101	13,636	13	1,501	1,624	123
Ind.	3,928	4,398	4,936	12	1,168	1,287	97
Ia.	2,188	2,948	2,963	1	1,150	1,144	86
Mich.	7,162	7,443	8,641	16	1,266	1,424	108
Minn.	2,411	3,123	3,450	10	1,102	1,195	90
Mo.	3,612	4,374	4,671	7	1,134	1,197	90
Ohio	8,917	9,851	11,061	12	1,314	1,441	109
Wisc.	3,295	3,817	4,341	14	1,208	1,337	101
Northwest	7,484	8,477	10,143	20	1,156	1,373	104
Colo.	1,146	1,398	1,695	21	1,216	1,482	112
Ida.	527	595	677	14	1,133	1,290	98
Kan.	1,979	2,009	2,531	26	1,062	1,315	99
Mont.	528	668	801	20	1,392	1,641	124
Nebr.	1,298	1,478	1,589	8	1,148	1,238	94
N. D.	556	634	908	43	1,183	1,678	127
S. D.	547	664	779	17	1,205	1,348	102
Utah	635	696	773	11	1,076	1,208	91
Wyo.	268	335	390	16	1,264	1,472	111
Far West	18,517	20,278	21,602	7	1,495	1,559	118
Calif.	13,472	15,164	16,121	6	1,574	1,643	124
Nev.	206	239	256	7	1,770	1,842	139
Ore.	1,636	1,753	1,936	10	1,220	1,253	95
Wash.	3,203	3,122	3,289	5	1,326	1,395	105

CREDIT CONTROLS

Holding Back Some Dealers

CONSUMER market for radio and TV receivers was slowed down, especially for high-priced models, by issuance last week of new rules governing consumer installment credit (see story this page). Effective Sept. 20, the rules provide that radio and television sets, and phonographs as well, must be bought with a 20% down payment if the cost is over $50. The balance must be paid within 15 months in the case of sales under $1,000, and 18 months if over $1,000.

Radios and TV sets have not been subject to federal installment regulations since last November when wartime rules were dropped. These required one-third down for radios and TV sets, with 15 months to pay. Many retailers and trade groups had hoped the new rules would allow at least 18 months to pay for receivers, but this period only applies to the over-$1,000 class.

Coming at a time when "crazy credit" has been developing in the sale of TV sets and high-priced radios, the new rules definitely cramp the sales style of some retailers.

After a shakedown period it is believed the sale of sets will level off without crippling effects on most retailers.

Included in the total cost of TV receivers is the usual installation-servicing fee. In the case of trade-ins for TV sets or radios, the allowance is deducted from the total cost to produce a net-cost figure. The down payment and 15-month rules apply to this net cost. Thus the trade-in allowance cannot apply as down payment but merely as a reduction in the total cost, it was indicated.

Bank borrowers are required to state they will not use the money to sidestep the credit controls.

The new credit rules will have "some retarding effect" on higher-priced sets, according to Bond Geddes, executive vice president of Radio Mfrs. Assn., but he predicted the end result would be "a much healther merchandising picture."

Mr. Geddes said dealers will be protected in case of a business recession or cut in income of consumers, and called the rules "an automatic cushion against bad deals."

He conceded the retail trade might not like the regulations. Dealers are known to be selling television sets, for example, for as little as $5 down and $5 a week. Actually the supply of TV sets has not caught up with the demand, according to RMA figures.

"When a set is sold it will stay sold," Mr. Geddes said. Many retailers had hoped for an 18-month credit plan, according to trade information, but this applies only in the case of sets selling above $1,000 and the high bracket is mainly confined to de luxe TV models.

Little effect is anticipated in the case of AM and AM-FM receivers except in the $250 and above class, and this may be only temporary, according to Mr. Geddes.

Production of TV sets totaled 278,896 units for the first six months of 1948 compared to 46,389 a year ago, according to RMA. Total radio set output through June of this year was 7,745,419 compared to 8,610,644 for six months of 1947.

FREE SPENDING

Uncle Sam Finds Earnings Up, Savings Down

By J. FRANK BEATTY

FAMILIES in the U. S. are spending their money freely for consumer goods and will continue to do so despite new controls on instalment buying, judging by new studies conducted by the Dept. of Commerce and the Federal Reserve Board.

With incomes at an all-time record in every state, prospects for the sale of durable goods such as autos and household appliances continue to be bright, Reserve Board studies show.

The board last Thursday issued its expected Regulation W covering instalment sales of goods ranging from $50 to $5,000. The rules were handed down under Public Law 905 signed by President Truman Aug. 16. They are designed to carry out the anti-inflation legislation passed at the recent special session of Congress and go into effect Sept. 20.

The free-spending habits of American families are shown in a special study issued Thursday by the Reserve Board. The habits are ascribed to record incomes, a decline in the amount of money salted away in savings accounts and similar places, and consumer optimism over income prospects and the chances of holding jobs or getting new jobs.

Down Payment Rules

New rules for instalment buying require a 33⅓% down payment for automobiles, and 20% for radios, TV sets, phonographs (see separate story this page) and other household appliances. The list of 20% items includes cooking stoves, dishwashers, ironers, refrigerators, washing machines and various combinations of these devices; air conditioners (room unit), sewing machines, suction cleaners and furniture and rugs.

In the case of items from $50 to $1,000, the maximum period for payment is 15 months. Above $1,000 the period is 18 months and monthly payments must not be less than $70. No rules were imposed on sales above $5,000. Where trade-in allowances are granted, the rules apply to the net payment (total cost minus trade-in allowance).

Home improvements are not included in the scope of the rules, but the board plans to hold a hearing before deciding what to do about such expenditures.

Wartime instalment rules expired last Nov. 1. Most of the new Reserve Board requirements are less severe, but they are much tighter than the $5 down and $5-a-week terms that have sprung up since that time. The board calls the trend "inflationary" and its recent studies of buying habits show the public willingness to spend freely.

Twenty-eight out of every 100 families have been spending more than they earn, according to a study by the board. And the new Commerce Dept. figures show that the total income of Americans rose 11% from 1946 to 1947, or from $171 billion to $190 billion.

Savings Decline

Though the rate and volume of consumer saving out of income continued to decline last year, the Reserve Board found a majority of families saved money. The public showed "widespread willingness" to spend current income or savings, or to borrow, in order to buy a record quantity of consumers goods and services at inflated prices. Their net saving amounted to about 9% of their money incomes in 1947 compared to 12% in 1946.

The board study showed that 31,000,000 families—technically described as "spending units"—saved 25 billion dollars in 1947, 13,500,000 families spent 11 billion dollars

(*Continued on page 62*)

Elvin Will Direct WTVO Operations

Dick Jones Named WJBK Manager As Fort Industry Realigns

Mr. Elvin

Mr. Jones

IN A REALIGNMENT of managerial functions in Detroit, Fort Industry Co. last Friday announced appointment of Ralph G. Elvin as managing director of WTVO, new TV outlet to begin operation Nov. 1, and appointment of Richard E. Jones, commercial manager of CKLW Detroit-Windsor, as managing director of WJBK and WJBK-FM.

Lee B. Wailes, vice president in charge of operations, said that the appointments, both effective Sept. 1, will permit Mr. Elvin to devote his entire energies to the management and operation of the new TV outlet. Mr. Elvin, a veteran in the Storer organization, for the past year has been coordinating the Detroit activities of Fort Industry.

Joined CKLW in 1941

Mr. Jones has been commercial manager of CKLW, Detroit outlet for MBS, for the past eight years. He joined CKLW in 1941 as sales promotion manager and became sales manager a month later. A native of Bay City, Mich., he began his sales career with Brunswick-Balke-Collender Co. in the Middle West. Afterward he operated his own retail electrical appliance store in Detroit and served as a public relations, publicity and advertising consultant.

Mr. Elvin has been with Fort Industry Co. for nine years and prior to assuming the WJBK helm was manager of WLOK Lima, Ohio.

Commenting on the Detroit realignment, George B. Storer, Fort Industry president, said it was in line with the company's development in both the sound and TV field. By Jan. 1, both the sound and TV operations will be housed in new quarters in Detroit's Masonic Temple Bldg., he said.

Fort Industry Stations

WTVO will be the second Fort Industry TV outlet to take the air. WSPD-TV Toledo began operating on July 21. WAGA-TV is being built in Atlanta. Standard stations owned directly by Fort Industry or through subsidiaries, in addition to WSPD, WJBK, WAGA and WLOK, are WMMN Fairmont, W. Va., and WWVA Wheeling.

DEMS MAP RADIO

Fry Gets Blueprint To Workers

RECOGNIZING radio as "the only unobstructed mass medium we have —and by all odds the most effective—for reaching the mass of the voters," the Democratic National Committee last week announced general and tentative national plans for its campaign.

Kenneth D. Fry, Committee radio director, in a covering letter for a manual prescribing the most productive manner to use radio, told candidates, committees, legislators and party workers that the most effective means of turning out the vote "is the comprehensive and intelligent use of radio."

"As you know," Mr. Fry wrote, "and as we Democrats have demonstrated in every Presidential election since 1932, radio is the only unobstructed mass medium we have—and by all odds the most effective—for reaching the mass of the voters."

Mr. Fry announced that tentatively the general national plans call for broadcasts by the Presidential and Vice Presidential nominees; a series of five-minute broadcasts by prominent speakers; a series of women's programs; regional network broadcasts on issues in those areas, and a series of television programs.

Speakers' Bureau

Most of the speakers, Mr. Fry declared, will be drawn from the Committee's Speakers' Bureau, under the chairmanship of Sen. Carl A. Hatch (D-N.M.). National broadcasts, he said, would be announced sufficiently in advance to allow workers on other levels to coordinate them with their own programming plans.

President Truman will officially launch the Democratic campaign during an NBC address from Detroit on Labor Day, he announced.

Gov. Thomas E. Dewey last Wednesday at Albany was noncommittal on campaign plans and itineraries following a two-day conference with Governor Earl Warren of California, his vice presidential running mate, and top political advisers. He indicated both he and Gov. Warren would travel "from coast to coast and back again" but declined to give specific information. Gov. Dewey

(*Continued on page 63*)

GOP PLANS

Ingle and Bond Are Named

REPUBLICAN campaign plans began taking shape last Friday with appointment of Batten, Barton, Durstine and Osborne as the party's advertising agency and the installation of two men in key radio positions for the national campaign.

BBDO, with eleven offices throughout the country including New York, Chicago, Minneapolis and Hollywood, was appointed last Friday by Herbert Brownell, Jr., campaign manager for the Dewey-Warren ticket, following Washington conferences between representatives of the agency and the Republican National Committee the preceding day.

Mr. Ingle

Mr. Bond

Simultaneously, Mr. Brownell announced that Edward T. Ingle, radio director of the Committee, had been reappointed and will direct all radio activities during the campaign.

Bond Is Consultant

Ford Bond, who heads his own New York production firm and has for years been a top-flight announcer, will be radio consultant to Gov. Dewey during the campaign [BROADCASTING, July 5].

Representatives of BBDO will establish offices at the Washington headquarters of the Committee soon to handle placement of all advertising and the promotional program. Ben Duffy, BBDO president will supervise operations from his New York office. Those who will be assigned to agency duties in Washington were not identified.

The GOP Presidential campaign in 1944 was handled by Duane Jones, New York. Four years previous to that Blackett-Sample-Hummert, Chicago, was the agency.

Mr. Ingle directed the 1946 GOP Congressional Campaign and handled arrangements for radio and television coverage of the 1948 National Convention in Philadelphia.

A graduate of the U. of Michigan, Mr. Ingle worked for several years on newspapers in Cleveland, Toledo, Indianapolis and Washington, D. C. before joining NBC New York. He served 17 months as director of information for the War Manpower Commission. He became GOP radio director July 8, 1946.

Rich in Experience

Mr. Bond, well known in radio and among radio audiences, for years has served the cause of the GOP nominee in primary campaigns held in four states since 1942. He has been recognized as

(*Continued on page 62*)

Drawn for BROADCASTING by Sid Hix

"Is this J. C. Petrillo of 175 West Washington St., Chicago? Mr. Petrillo, we are giving you the opportunity to 'Stop the Music.' Hello, Mr. Petrillo, are you still there, sir?"

MARK S. WILDER, 86, DIES AT SUMMER HOME

MARK S. WILDER, 86, who was part owner of WSYR Syracuse from 1932 to 1947, died Aug. 19 in his summer home near Alexandria Bay, N. Y.

He is survived by his son, Col. Harry C. Wilder, who, with his father, bought WSYR as a 250 w station in 1932. Last fall they sold it as a 5 kw NBC outlet to S. I. Newhouse, publisher and principal owner of the *Syracuse Herald-Journal* and *Syracuse Post-Standard*.

Col. Wilder currently is president of WTRY Troy and WELI New Haven.

WHAM FLIM FLAM?

By ED KEYS

FCC EXECUTED some fancy maneuvers last week in quietly renewing WHAM Rochester's regular license. Apparently more agile footwork will be required to keep the Commission out of hot water with a House Select Committee which, the same day, requested a docket on the case involving atheists' rights to equal radio time.

Inconspicuously, the Commission buried its announcement of the renewal in a routine statement on FCC actions of last Wednesday. The obscure announcement recited the decision of the Commission en banc to grant WHAM renewal of its license for the regular period. No opinions accompanied the announcement as had been the case in the famed "Scott Decision" issued in July 1946.

The unheralded action followed in the wake of pronouncements by Rep. Charles J. Kersten (R-Wis.) on Aug. 11 that he intended to bring the "Scott Decision" to the attention of the House Select Committee investigating the FCC, headed by Rep. Forest A. Harness (R-Ind.) [BROADCASTING, Aug. 16]. The Committee had earlier conducted a two-day hearing which resulted in a clarification of the Port Huron case, involving political broadcasts, by FCC Chairman Wayne Coy [BROADCASTING, Aug. 9].

No Hearing Held

Rep. Kersten previously, in the *Congressional Record*, expressed his displeasure with the "Scott Decision," maintaining that "atheists have no more standing to ask equal time with religious programs over the air than violators of the moral law would have the right to expound immoral ideas on an equal basis with time granted to those who defend the moral law."

Observers could not account for the absence of public hearings on the issue before the FCC renewal to WHAM was made. Last April the 50 kw Stromberg-Carlson outlet was given a temporary renewal to Sept. 1 pending further study of a complaint that it refused air time to "Free Thinkers" organization [BROADCASTING, May 3].

Frank T. Bow, general counsel of the House Select Committee, told BROADCASTING last Thursday that committee attention had been called to the atheist issue by Rep. Kersten. A keen interest in the matter evidently was immediately kindled.

In the absence of Congressman Harness, who is in his home district, Mr. Bow, apparently exercising strong self-restraint, refused comment on what steps the committee might take in view of FCC's WHAM renewal.

The Committee reportedly had been strongly inclined toward launching a thorough investigation into the FCC's "Scott Decision" and from all indications the temper of the group had not changed.

Acknowledgement that an investigation into this phase of FCC decisions had been started was offered by Mr. Bow.

"The WHAM renewal," growled Mr. Bow, "was issued just a few hours after my investigators had requested the docket on the case."

Mr. Bow, during the committee's hearings on the Port Huron case, had relentlessly sought to determine just what effect the Commision intended their decisions to have on the radio industry. In the absence of contrary advice, the industry generally accepted them as regulations or guides, which, if ignored, might result in license revocation.

Clarification of the "Scott Decision" was sought by Religious Radio Assn., through its president, Edward J. Heffron, former public relations counsel of NAB, early this month [BROADCASTING, Aug. 9, 16].

Mr. Heffron expressed fear that the decision might be construed to mean stations must make a right of reply available to atheists whenever the station carried any type of religious program. He pointed out that Robert Harold Scott, the atheist who originated the so-called Scott cases in asking the revocation of the licenses of three San Francisco stations, KQW KPO and KFRC, had referred not only to direct arguments against atheism but also to indirect arguments which he defined as broadcasts of church services, prayers, Bible readings and other kinds of religious programs.

Heffron Letter

Although no public explanation for the WHAM renewal was made, Chairman Coy felt obliged to point out in a letter to Mr. Heffron last Wednesday that "the Commision has never stated or indicated that atheists or persons with similar views are entitled to radio time upon request to answer or reply to the various religious broadcasts which may be carried by a radio station."

"The test must, of necessity," explained Mr. Coy, "be one of reasonableness, and over-all fairness, and any licensee adhering to such standards would be acting in accordance with his duty to operate in the public interest."

Authorities on radio law, after examining Mr. Coy's letter, expressed serious doubt that it cleared the air. They questioned, too, that if a similar letter had also been sent by Mr. Coy to the House Committee that it would prove to be a satisfactory explanation of the Committee's intent.

The text of Mr. Coy's letter follows:

Dear Mr. Heffron:

With further reference to your letter of August 1, 1948, concerning the application of radio station WHAM for renewal of license, which the Commission has granted this day, and the general question of the use of radio broadcasting facilities by atheists and persons holding similar views, discussed in your letter, the Commission would like to point out that it has never stated or indicated that atheists or persons with similar views are entitled to radio time upon request to answer or reply to the various religious broadcasts which may be carried by a radio station. Clearly the mere fact that certain persons or groups do not agree with the contents of a particular radio broadcast will not raise the subject of the broadcast to the position of a public controversy of sufficient interest and importance to the community that the public interest would require that the differing viewpoints on the matter be also afforded radio time. In the Scott opinion the Commission pointed out that an organization or idea which might otherwise not be entitled to radio time "may be projected into the realm of controversy by virtue of being attacked." But it is clear that the fact that certain persons or groups may construe the expression of any contrary viewpoint as an indirect attack upon themselves, does not give rise to a public controversy in which the best interest of the public would be necessarily served by affording persons holding contrary views an equal opportunity to state their position. The test must, of necessity, be one of reasonableness, and over-all fairness, and any licensee adhering to such standards would be acting in accordance with his duty to operate in the public interest. The licensee must necessarily exercise his judgment in each situation on the basis of the specific facts presented. What the Scott case has emphasized is the fact that in exercising his judgment, the licensee should not deny anyone air time on a controversial issue solely because he does not agree with his particular point of view.

BY DIRECTION OF THE COMMISSION
/S/ Wayne Coy
Chairman

Renewal Interests Probers

UNION HALTS TELECAST SCHEDULED 2 MONTHS

UNION resistance resulted in the cancellation last Thursday of a WEWS Cleveland telecast of the "Miss Ohio" beauty contest finals, scheduled for more than two months.

Management of the Scripps-Howard station cancelled the 6:30 p.m. telecast when, at 6:10 p.m., William Finegan, president of the Cleveland Federation of Labor, and John D. Fitzgerald, president, Local 27, Cleveland Stage Employes, advised the station that stage hands at the Music Hall refused to work because no member of the WEWS staff "carries a card."

J. Harrison Hartley, director of WEWS, was advised by Mr. Finegan that "I cannot let this go on with the convention in progress." He referred to the 39th Biennial Convention of the Alliance of Theatrical Stage Employes and Motion Picture Machine Operators.

Mr. Hartley was also compelled to cancel the WEWS television newsreel coverage, after the telecast had been cancelled and the stage show was in progress, as the result of a threat by Mr. Finegan to "pull the lights." Mr. Fitzgerald is also stage manager of the Music Hall and a city employe.

Army New Client

SPECIFIC MEDIA details are being planned by the A. W. Lewin Co., New York, for its new client, the Military Personnel Procurement Service of the First Army, following completion last week of an air tour of the nine-state area. The six New England states, and New York, New Jersey and Delaware are included. Radio is anticipated.

Bob Smith for Gulf

GULF OIL, through its agency Young & Rubicam, New York, has bought a half hour television show starring Bob Smith, on Thursdays, 9-9:30 p.m. effective Sept. 2 on the NBC video network. The show is packaged and owned by Martin Stone and Mr. Smith.

Continental on MBS

MUTUAL'S *Leave It to the Girls*, featuring Constance Bennett, Binnie Barnes, and Robin Chandler from Hollywood will be sponsored by the Continental Pharmaceutical Co., Chicago, over a coast-to-coast network of 31 stations beginning Sept. 10. The program will be heard Fridays 8:30-8:55 p.m. EDT. It is a network package produced by Martha Rountree. Agency is Arthur Meyerhoff, Chicago.

Miles Renewal

MILES LABS. Inc., Elkhart, Ind., has renewed *Quiz Kids* (Sundays, 3 p.m. CDT) for 52 weeks on full NBC network beginning Sept. 26 through Wade Advertising, Chicago, for Alka Seltzer and One-A-Day Vitamins. A Louis G. Cowan Production, the show will begin its ninth season this fall. It was first aired in 1940 as a summer replacement on the network.

SPOT ANNOUNCEMENTS on behalf of Knickerbocker Federal Savings and Loan Assn., New York, will be heard on WCBS New York under agreement concluded by Louis Boecher III, president of Knickerbocker, and Arthur Hull Hayes, WCBS general manager. Announcements will be on Galen Drake's "Housewives' Protective League" and "Starlight Salute" programs.

BLUE BOOK SCOTUS TEST

WADC Petitions for Review

By LARRY CHRISTOPHER

VALIDITY of the FCC's controverted Blue Book and whether it constitutes program censorship in violation of the statutes was thrust squarely before the Supreme Court last week in a petition for review of a lower court opinion. The court, now in recess, will determine, presumably at its fall session, whether it grants the review.

The test is sought by Allen T. Simmons, owner of WADC Akron, who last Wednesday petitioned the highest tribunal to grant *writ of certiorari* to review a decree of the Court of Appeals for the District of Columbia. The decree had dismissed WADC's appeal from an adverse Commission decision involving competitive applications of WADC and WGAR Cleveland for 50 kw on 1220 kc [BROADCASTING, May 31]. FCC had denied the WADC request solely because it proposed to air network (CBS) programs the substantial part of the day and thereupon gave the assignment to WGAR. The Court of Appeals upheld the FCC but split on whether censorship was involved as charged by WADC.

The petition raises two specific questions:

- **Under the First Amendment and under Sec. 326 of the Communications Act (prohibiting censorship), may FCC deny an application on sole ground the applicant intends that most of his programs during the best hours shall be network, the high quality of such programs being conceded?**
- **May FCC, after having given notice of a general hearing to compare all aspects of two mutually-exclusive applications (as required by Supreme Court's Ashbacker ruling), then convert hearing into separate "ex parte" proceedings through decision which denies one on basis of expected program structure and grants the other on non-comparative basis?**

The WADC petition was filed by Paul M. Segal of Segal, Smith & Hennessey, WADC counsel, and counsel in the successful Ashbacker proceeding. He cited these arguments to support the review:

- The Court of Appeals approved an act of censorship by FCC, in violation of Sec. 326 of the Act.
- Even without Sec. 326, FCC under the First Amendment may not set up a textual evaluation of programs as condition precedent to consideration of applications for licenses.
- FCC's recent consistent course of conduct in field of advance textual program proscriptions makes the question of its statutory power to do so a question of general importance which has not been, but should be, settled by the Supreme Court.
- Refusal of FCC to give two competing applications comparative consideration and action of Court of Appeals to dismiss WADC appeal combine to deprive WADC of fair hearing, entitled under doctrine of Ashbacker case.

On the charge of censorship by FCC the petition said "the important feature of the action of the Commission denied the petitioner's application on an absolute, not on comparative basis" and would have denied it if it were the only application.

"The action of the Commission," WADC said, "is a declaration that in this case and henceforth, regardless of all other considerations, technical, financial, of character or otherwise, the Commission will reject the application of any person who proposes to broadcast a full network schedule of programs . . . This is censorship in the broadest form. It is a much stronger instance of censorship than the advance elimination of phrases or texts. It is the proscription of a type of program structure in itself unobjectionable."

The petition pointed out it does not help FCC's view to argue why it believes such proscription is justifiable for the "statute does not stop at prohibiting unjustifiable censorship." Therefore the Commission's action cannot be justified in claiming to seek "a program schedule properly balanced" and "any attempt by the Commission to satisfy its own concept of a balanced program structure by advance proscription is censorship," WADC said.

Scores 'Justification'

Regarding FCC's plea that such action was justified in that Mr. Simmons had parted with control over his programs, the petition quoted the opinion of Court of Appeals Justice Wilbur K. Miller that the petitioner had not abandoned his control but was proposing to exercise it. WADC has no commitment or contract with CBS requiring it to accept the network's programs, the petition added, for if such existed it would violate FCC's chain broadcasting regulations approved by the Supreme Court in the NBC case in 1943.

Regarding its second principle—that even without Sec. 326, FCC under the First Amendment may not set up textual evaluation of programs as condition precedent to considering an application—the petition said it would no doubt "be conceded that if the Commission, instead of proscribing the full schedule" of CBS had "proscribed a particular social, political, economic, religious or 'public affairs' point of view," FCC's action would "have transgressed the protection of free press and free speech accorded by the First Amendment."

Here the petition noted the recommendation in *The American Radio* by Llewellyn White, assistant director of the Commission on Freedom of the Press [BROADCASTING, March 31, 1947] that "in order to establish radio, television, and facsimile broadcasting clearly within the meaning of the term 'press' as protected by the First Amendment, the industry appeal to the courts any actual cases of interference by government with the freedom of expression on public affairs via radio" and that FCC "cooperate in making such appeals possible."

Sees No Distinction

There is no reason, the petition said, "for drawing the distinction between public affairs broadcast and general broadcast." Even though putting aside Sec. 326, it might be argued by combining the doctrines of certain court cases that radio may be eliminated from First Amendment protection as have the theatre and like amusements or as has advertising matter, WADC said, adding that the position of "radio broadcasting as a technique of mass communication in the modern world is far too important for such treatment."

The petition cited several cases in which it claimed were fully summarized "the evils of the use of the licensing power whenever it tends to operate as a means of textual control."

Citing FCC's consistent recent course in the field of "advance textual program proscriptions" the petition listed eight considerations, condensed as follows:

1. **The Blue Book, issued March 7, 1946 "giving the Commission's detailed evaluation, for licensing purposes, of various types, proportions and balances of programs and announcing licensing policies concerning them."**
2. **Sec. 3.788(a) of the FCC's Rules and Regulations which provides that**

(*Continued on page 64*)

RANKIN NAMED

NAB Chooses Adviser To Miller

NAB last week took a major step to meet the problems of spectrum allocation and international radio relations by appointing Forney A. Rankin, associate chief of the International Broadcasting Division, U. S. State Dept., as international adviser to President Justin Miller [CLOSED CIRCUIT, Aug. 16].

Creation of the new post was authorized by the NAB board at its meeting in Hot Springs, Va., last February. During the current series of district meetings Judge Miller intimated several times that the position would be filled soon.

Mr. Rankin, known to many broadcasters as "Red," will join NAB Oct. 1. He will advise Judge Miller and A. D. Willard Jr., executive vice president, on international affairs and will operate on the policy level at NAB headquarters.

Active in Field

Active in communications conferences since he joined the State Dept. Jan. 1, 1946, Mr. Rankin's most recent assignment was that of chairman of the U. S. delegation to the High Frequency Planning Conference at Geneva, Switzerland, from March to May of this year.

Last summer he was a delegate for the United States at the International Telecommunications Conference and delegate and spokesman at the International High - Frequency Broadcasting Conference at Atlantic City. In 1946 he served as a member of the U. S. delegation to the four-power international high-frequency conference at Paris.

Mr. Rankin, it is expected, will attend the International High-Frequency Broadcasting Conference in Mexico City this autumn. At present the State Dept. is formulating the U. S. position. Planning phase of the conference begins Sept. 13, with the full conference convening Oct. 22.

Mr. RANKIN

Four phases of the sunspot cycle will be taken up, with the goal set at drafting of a master plan in time for the Oct. 22 opening along with a proposal for administration of the plan.

Will Advise Miller

At NAB Mr. Rankin will advise the president on international affairs; attend regional conferences by groups of nations; represent NAB at the Inter-American Broadcasting Assn., now involved in a

(*Continued on page 63*)

ABC TV Network To Begin Sept. 20

Date to Mark Start of Programs From WENR-TV Chicago

MIDWEST network television will be inaugurated Sept. 20 when ABC starts regular programming from WENR-TV Chicago over coaxial cables linking that city with Toledo, Cleveland, Buffalo, and two other video centers, presumably St. Louis and Milwaukee.

Paul V. Mowrey, ABC's director of television, revealed Tuesday in Chicago that working agreements have been reached between the network and WBEN-TV Buffalo, an NBC affiliate, and WEWS Cleveland, owned by Scripps-Howard. WSPD-TV Toledo, a Fort Industry station, already is affiliated with ABC.

Mr. Mowrey said the network is negotiating with two other Midwest stations "not affiliated with ABC." He would not name the outlets but BROADCASTING has learned they are KSD-TV St. Louis, owned by the Pulitzer Publishing Co., and WTMJ-TV, *Milwaukee Journal* video outlet.

WXYZ-TV Detroit will join the network Oct. 9, Mr. Mowrey said. Like WENR-TV, it is an ABC owned-and-operated station. Detroit already has been linked to Toledo by microwave relay.

The ABC video director said arrangements with stations affiliated with other networks have been "greatly facilitated" by FCC's ruling prohibiting networks from making contracts to prevent an affiliate from taking programs from other networks.

"Every TV station operator, irrespective of his network, is anxious to get more programming without delay," he said. "It is ABC's good fortune to be the first to make Midwest network programs available via the coaxial cables now ready for service."

WENR-TV Chicago, scheduled to take the air Sept. 17, will use "any and all" of the programs aired on its AM affiliate that can be adapted to video, Mr. Mowrey added. Asked if ABC's popular audience participation shows—*Breakfast Club, Ladies Be Seated*, and *Welcome Travelers* would be telecast, he declared:

"Each of these shows will be better on TV than AM."

He would not say, however, whether commercial AM network shows would be telecast to rival network stations on the Midwest TV network.

Cost Factor

Questioned as to how much the network venture would cost ABC, Mr. Mowrey declared "money can't count now when we are rushing to get underway."

Four-hour program schedule will mark the opening of WENR-TV, John H. Norton Jr., vice president in charge of ABC's Central Division, announced Thursday. Features will include video presentation of Chicagoland dignitaries, film previews of TV and AM programs aired by ABC, live telecast preview of programs to be broadcast regularly by the video station, and a remote telecast and finale.

Initial test patterns began Thursday, with slides advising listeners to "Remember WENR-TV, Channel 7, opening Sept. 17" used during station breaks. Until the opening date, these patterns will operate Monday through Friday from 10 a.m. to 10 p.m. and Saturday from 11 a.m. to 6 p.m.

COUNTERFEIT STYMIE

WCAU-TV Aids in Stopping Bogus Money

TELEVISION gave secret service agents an assist last Wednesday over WCAU-TV in a program which may set a pattern.

The Philadelphia station set up the show to aid in checking the flood of counterfeit $10 bills which have caused considerable concern along the Eastern Seaboard. Fake and real money were pictured side-by-side on the program.

Washington clearance was obtained and Secret Service agents actively cooperated after a WCAU-TV newscaster had introduced the story, an agent went before the cameras and pointed out the flaws in the bogus bills, using the authentic notes for comparison purposes. Both bills showed well on the TV screen and the major distinguishing marks (light spots in Hamilton's hair) could be seen clearly.

TV is the sole medium through which money can be pictured, since law forbids photographing or filming U.S. currency. On the show, the bills were photographed live, with no permanent impression or record made. TV enabled the station to do what newspapers, magazines and movies are not privileged to do. Many televiewers, curious about the legal aspects of the stunt, called the station to ask about its authority to telecast such a piece.

Television stories, on other pages, in this issue:

Telestatus: Hofstra College Studies Viewing Habits 18
Elvin Will Direct WTVO Detroit Operations 24
Plans for KTTV Los Angeles Facilities Announced 36
Five Firms to Take Parts of NBC TV Show 43
Video Lane at WBAP-TV 51
WTTG (TV) to Construct New Tower 51
Television Programs Inc. Merges With Cascade Pictures 58
3 TV Station Grants Go to Applicants with AM Outlets 60
Philco Launches Television Servicing Course 63
Evening Rate Up 33 1/3% in New WNBT Rate Card 65
NBC to Telecast Maneuvers of 'U.S.S. Leyte' at Sea 69
Inaugural Show Had 29.3 Hooper, Says WJZ-TV 74
Demo Session Leads in Pulse Telereport 74
TV Cuts a Rug at WCAU-TV 86

For television personnel changes, programs, etc., see various notes departments in this issue

THOMPSON HEADS CBS TECHNICAL OPERATION

TWO MAJOR operational appointments at CBS were announced last week by Henry Grossman, new director of broadcast operations [BROADCASTING, Aug. 16]. Robert G. Thompson was named manager of network technical operations for CBS and chief engineer of WCBS New York. John D. Gilbert was appointed assistant manager of network technical operations.

Mr. Thompson has been manager of technical operations for the CBS Eastern Division since 1944. He joined the network in 1929 as a staff technician. He was supervisor of field operations from 1934 to 1941, and assistant Eastern Division engineer from 1941 to 1944.

Mr. Gilbert also came to CBS in 1929, as a field technician. He became assistant supervisor of the technical operations department in 1932, and was promoted to supervisor in 1939. He returned to CBS in 1946 after a three-year wartime hitch in the Navy.

* * *

Mr. Gilbert (l) and Mr. Thompson

'Break Bank' on TV

BRISTOL MYERS Co., sponsors of *Break the Bank* on ABC, on Oct. 22 will also assume simultaneous sponsorship of the show on the ABC television network. The program, contracted for 52 weeks, is heard Friday, 9-9:30 p.m.

KFI-TV Is Starting With 6-Hour Week

To Begin 12-Hour Schedule Oct. 6 At Formal Opening

KFI-TV Los Angeles will start its programming Aug. 25 on a six hour per week basis, according to William B. Ryan, general manager. Through special authorization from the FCC, the station will not reach the level of 12 hours weekly until Oct. 6, date scheduled for the station's formal opening.

Opening week will be divided upon a Wednesday, Friday, Sunday basis, according to Mr. Ryan. Two of the days will consist of remotes with the first comprising a children's hour, news and sportscasts, music appreciation, a forum and light musical; according to Ronald C. Oxford, executive producer.

Mr. Ryan advised BROADCASTING, "We have developed a great many program ideas and formats during the past few months. Many of them have been auditioned on camera. Now we expect to 'audition' some of them for the television audience before our program schedule actually takes shape."

Television Guild Formed To Study TV Employment

MEMBERS in the television, radio and advertising fields have formed the American Television Guild in New York to study the problems and difficulties in obtaining video employment, guild officials said last week. Open to any interested person working in allied fields, the association also has been organized to act as an information center on the television industry.

Officers are: President, George F. Dempsey, export division of the Advertising Dept., Borden Co.; vice president, Hugh Robertson, MGM Features; secretary, Katherine Rosser, assistant advertising manager of a major New York department store, and treasurer, Harold Singer, freelance radio advertiser.

Guild headquarters are at 34 W. 53rd St., New York.

Chicago TV Sets Increase By 2,562 in July-August

VIDEO sets operating in the Chicago area increased by 2,562 between July 16 and Aug. 13, according to the Electric Assn., Chicago, which will sponsor the National Television Show at the Coliseum Sept. 18-26. On Aug. 13, 29,721 receivers were being used, 80% in homes, 15% in public places and 5% by dealers in showrooms.

One month previously, 78% of the 27,159 sets were being used in homes, 17% in public places and 5% in showrooms. The association plans to spur receiver sales through the Christmas season by its fall show.

Bell Resigns Post At Publishing Firm

Severs WKY Connection; Retains Interest in KLZ, KVOR

RESIGNATION of Edgar T. Bell, secretary-treasurer and business manager of the Oklahoma Publishing Co., which operates WKY Oklahoma City and is affiliated in ownership with KLZ Denver and KVOR Colorado Springs, was announced Aug. 14, along with his retirement from the company's board of directors.

Mr. Bell, who had been with the company since 1915, and was instrumental in its entry into radio, sold his minority stock to the company. He retains a 16% interest in KLZ and a one-third interest in KVOR, which are separate corporate entities. Oklahoma Publishing Co. publishes the *Oklahoman*, the *Times* and the *Farmer-Stockman*, and operates WKY and the Mistletoe Express.

E. K. Gaylord, president and publisher, simultaneously announced that his son, Edward L. Gaylord, had been elected secretary-treasurer. The junior Gaylord was elected vice president last January and had been a member of the board a year before.

Leland S. Vance, assistant business manager, was selected to succeed Mr. Bell as business manager, and also was named production manager for the company.

Joined in 1915

A native of Birmingham, Mr. Bell joined the elder Mr. Gaylord's organization in September 1915 as advertising manager of the *Farmer-Stockman*, then a struggling infant in a highly competitive farm paper field. In 1912, at 20, he had started in newspaper work on the staff of the *Progressive Farmer* in Birmingham, and two years later became advertising manager of *Modern Farming* in New Orleans.

An early radio enthusiast, Mr. Bell recommended to Mr. Gaylord in 1926 that the publishing company enter the broadcasting field. WKY, then a local independent, was purchased in 1928, and subsequently became Oklahoma City's first network outlet, joining NBC. KLZ, a CBS outlet, was purchased in 1936 by an affiliated company headed by Mr. Gaylord, who was born in nearby Colorado Springs.

Mr. Bell had supervised the management of all three stations. WKY is managed by P. A. Sugg; KLZ by Hugh Terry and KVOR by Everett Shupe.

FMA Dealer Contest

CONTEST for member FM stations to determine the best dealer cooperation of the year was announced Thursday by FM Assn. A Hallicrafter S-47 receiver will be given the manager of the winning station during the FMA convention in Chicago next month.

MR. GAYLORD

MR. BELL

DRAFT

Classifications Reported Ready Within 10 Days

THE SEVERITY of personnel headaches which station managers may suffer from the draft probably will be determined through Selective Service classification regulations. They reportedly will be issued within the next six to ten days.

Widely-conflicting opinions are held in official quarters on what policies the regulations will prescribe for local draft boards.

Station officials, particularly in the small market areas, have registered their alarm with A. D. Willard Jr., NAB executive vice president, over the call of youths, starting at the oldest age in the 19 to 26 year bracket.

"NAB has been working with the Office of Government Reports on one hand and Selective Service on the other," Mr. Willard said, "to keep abreast of any developments and to protect the interests of broadcasters."

No official information is available on whether the radio industry, as in World War II, will be declared an essential industry and enjoy deferments for personnel in managerial, programming, production and engineering posts. Some observers are of the opinion that no industries will be declared essential and that decisions will rest wholly with local boards. Others are as strongly convinced that great leniency will be extended in the selection of draftee candidates serving in industries considered in World War II as essential.

A Selective Service official told BROADCASTING last Thursday that its national headquarters will issue in "10 days to two weeks" regulations on classification and permits. It has not been established whether any industries will be declared essential nor have any definite policies, as yet, been written into the regulations, according to this official. Memorandums carrying recommendations for the regulations have been dispatched to the White House, informed quarters say.

Many observers felt that estimates of the small number of men to be called for 21 months in uniform should, in themselves, prove a sedative to distressed station officials.

Of the estimated 9,600,000 who will register, it is expected that only 225,000 to 250,000 will be called from the 19 to 26 year old bracket. Another soothing factor was described as the high rate of recruitment resulting from the draft call. Secretary of the Army Royall has estimated that from 225,000 to 250,000 will be needed in that service. Other officials have estimated that the President will send "Greetings" to only 1 man in every 38 in the age range.

Commissions To Be Offered

The Department of the Army announced last Monday that civilian experts experienced in any one of 76 broadly defined professional and technical specialties, including radio programming, will be tendered commissions in the Army if they apply and qualify under provisions outlined in the recently issued Circular 210, 1948.

The commissions range from those of second lieutenant up to and including colonel, depending upon the qualifications and experience the individual possesses in a given specialty. Applicants must be at least 21 years of age for initial appointment in the Reserve Corps and applications will be considered from individuals up to 55 years. All must be citizens of the United States. No previous military experience is required.

EDGAR KOBAK (center), president of MBS, assumes role of well-wisher following completion of negotiations for Johns-Manville Corp.'s sponsorship of "Bill Henry and the News" beginning today (Monday). Receiving Mr. Kobak's congratulations is Lewis H. Brown, chairman of the board of Johns-Manville. Group also includes (l to r) William C. McKeehan and John W. Reber, vice presidents of J. Walter Thompson Co., agency handling the account, and H. M. Shackelford, Johns-Manville vice president in charge of advertising. The Bill Henry news show is heard week days 9:55-10 p. m. (EDT).

Sealtest to Be Sponsor Of Show Starring Lamour

SEALTEST INC., New York (ice cream and dairy products), last week signed with NBC to sponsor a variety show starring Dorothy Lamour beginning Sept. 9, Thursdays, 9:30-10 p.m.

In addition to Miss Lamour, two big-name guest stars, one a dramatic performer and the other a comedian, will appear each week in an unusual arrangement with the American Federation of Radio Artists.

The guest stars will be paid only token fees for their appearances and the balance of the high prices they command will be given to AFRA to make up a fund for health insurance policies for AFRA members. Henry Russell's orchestra and the Crew Chiefs Quartette complete the cast.

Agency for Sealtest is N. W. Ayer & Son, New York.

AGENCY WANTS FACTS

NAB Districts Hear Needs

RADIO is going through much the same history on measurement data as the publication world encountered when the Audit Bureau of Circulation data became available to advertisers, Bruce B. Brewer, of Bruce B. Brewer Co., Kansas City, told the Aug. 17 luncheon meeting of the NAB Districts 10-12 at the Hotel Muehlebach, Kansas City.

Mr. Brewer, who heads an important Midwest advertising agency which does a $3,000,000 gross business, half of which is placed in radio, stated:

"Newspapers which did not have ABC data frequently failed to make the advertising lists because advertisers and agencies preferred to buy on a basis of known facts. Often the newspaper with an excellent circulation was passed up because the basis of analysis of the circulation was not the same as that available on the ABC papers.

"Now radio stations are in the same boat. If the data is not known the stations lose the business and the advertiser often loses because he cannot buy what might have been a better station."

Mr. Brewer also covered agency methods of analysis of readership surveys in the publication business

District 9 Story, page 71

as well as methods of interpreting listenership data in the radio field.

Mr. Brewer's agency places radio for the following advertisers: Western Auto Supply (NBC, Sunday morning); Nutrena Mills, Skinner Mfg. Co.; Faultless Starch Co.; Katz Drug Co.; Cook Chemical Co.; Coleman Lamp & Stove Co.

A lot of "$64" questions concerning the legality of giveaway radio programs will be asked when hearing on that subject starts before the FCC Sept. 10, NAB President Justin Miller told the 200 broadcasters from Missouri, Kansas, Oklahoma, Iowa and Nebraska attending the Aug. 16-17 regional meetings.

Mr. Miller expressed concern over the increasing number of giveaway programs, and he compared them with "bank-night" shows which had a long run, though eventually disastrous, in the nation's movie theatres. He said the federal trend was toward close scrutiny of "jack-pot" type of program, and he urged broadcasters to be careful that no casual reference be made over the air to articles not being advertised on the program.

William B. Quarton, WMT Cedar Rapids, District 10 director, and Robert Enoch, KTOK Oklahoma City, District 12 director, presided at the two-day meeting, the largest attended to date of NAB regional meetings.

The Resolutions Committee included Chet Thomas, KXOX St. Louis; Matt Bonebrake, KOCY Oklahoma City; Buryl Lottridge, WOC Davenport; John Alexander, KODY North Platte, Neb.; and Plez Clark, KFH Wichita, Kan.

New Resolutions

New to resolutions adopted during the 1948 district meetings was one adopted at Kansas City calling on the NAB board to study the idea of an NAB television department "to represent the television interests within the membership and to disseminate information on the development of television to the entire membership." Other resolutions covered the All Radio Presentation, approval of Judge Miller's fight for free radio, observance of the Standards of Practice, insertion of a radio question in the 1950 census, appreciation of hospitality of Kansas City broadcasters and the arrangements by the two district directors, leadership of President Miller, and support of BMI with close supervision of disc jockeys.

Richard P. Doherty, NAB director of employe-employer relations, pointed out that with steadily rising break-even points, stations must give serious consideration to operating costs, of which labor costs are the major item.

Good broadcasting operations require a high grade staff, he said, and managers should prepare job descriptions and select employes on the basis of their qualifications in relation to the requirements of the job. Segmentized "featherbedding" should be avoided, he added, since it increases the number of employes needed to run the station but actually reduces the potential wage scales which the station can afford to pay.

"As we enter the TV field it is imperative that economically unsound practices be avoided, Mr. Doherty said. Excessive labor costs in TV will raise the cost of programming and retard the development of good programs."

Don Petty, NAB general counsel, brought District 10-12 members up to date on the Port Huron and Mayflower cases and pointed out that the unprecedented expansion of the radio industry has caused many legal problems which needed constant interpretation by management. These legal problems will increase, Mr. Petty said, with the expansion of television and other new radio developments. Regulations regarding political broadcasts and editorializing are particularly important since there has been a great deal of controversy in the interpretation of present rulings.

The NAB, said Mr. Petty, strongly advocates governmental non-interference with the programming business of stations.

Robert J. Piggott, advertising manager of Grove Laboratories, St. Louis, speaking on behalf of BMB, said, "Grove uses BMB as the standard, impartial index of radio station coverage and for the allocation of expenditures in proportion to sales in each territory. I am confident that BMB has resulted in the more intelligent allocation of our advertising funds among stations."

Gene Dennis, radio director of R. J. Potts-Calkins & Holden, Kansas City, also urged support of BMB.

Others who participated in the district meeting were Hugh M. P. Higgins, assistant director of broadcast advertising; Harold Fair, program director; Charles E. Batson, director of information. Hugh Feltis, BMB president, spoke on behalf of BMB.

DISTRICTS 10-12 REGISTRATION

A

Harold E. Anderson, KFOR Lincoln, Nebr.; John Alexander, KODY North Platte, Nebr.; Mahoin Aldridge, KFRU Columbia, Mo.; George E. Alden, KWBW Hutchinson, Kan.; Elden Anspach, KSWI Council Bluffs, Ia.

B

Tams Bixby, III, KBIX Muskogee, Okla.; Rollo Bergeson, KCBC Des Moines; Paul A. Bruner, KBIX Muskogee, Okla.; Charles A. Batson, NAB Washington; Harry Burke, KFAB Omaha, Neb.; Walter Bigelow, KWGB Goodland, Kan.; Bill Bates, WDAF Kansas City, Mo.; John P. Bondeson, WREN Topeka, Kan.; Ed Birr, WHB Kansas City; Web Benham, KOMA Oklahoma City, Okla.; Jack L. Barton, Capitol Transcription, Hollywood; Dan Bellus, KXXX Colby, Kan.; John Blair, John Blair & Co.; Chicago; Robt. L. Burns, KFBI Wichita; Bill Bryan, KBYE Oklahoma City; George C. Bigger, KCRG Cedar Rapids, Ia.; V. S. Batton, WDAF Kansas City; Sam H. Bennett, KMBC Kansas City; Lucille Buford, KHBG Okmulgee, Okla.; Pat Buford, KHBG Okmulgee, Okla.; Jim Blair, KWGB Goodland, Kan.; Lee Biggs, KWBW Hutchinson, Kan.; J. J. Bernard, KOMA Oklahoma City; J. B. Bradshaw, KFBI Wichita; Ed Breen, KVFD Ft. Dodge, Ia.; Bud Blust, KTUL Tulsa; Frosty Blair, KOIL Omaha; Bill Bowers, KTTS Springfield, Mo.; Sam Burk, KIRX Kirksville, Mo.; Clarence Breazeal, KCMO Kansas City.

C

Charles F. Church Jr., KMBC Kansas City; Fred L. Conger, WREN Topeka; Rod Cupp, KMBC Kansas City; Wayne W. Cribb, KHMO Hannibal, Mo.; Wells R. Chapin, KWGD St. Louis; Grover C. Cobb, KVGB Great Bend, Kan.; R. A. Conner, KHMO Hannibal, Mo.; Paul Clark, RCA Chicago; Mrs. Wells R. Chapin, St. Louis; Wendell B. Campbell, KMOX St. Louis; Dick Campbell, KOME Tulsa.

D

Gene W. Dennis, R. S. Potts-Calkins & Holden, Kansas City; R. P. Doherty, NAB Washington; Lyle De Moss, WOW Omaha; John Daly, KDMO Carthage, Mo.; Robert Dillon, KRNT Des Moines; Everett L. Dillard, KOZY Kansas City; W. Ward Dorrell, C. E. Hooper Inc., New York; Douglas C. Dillard, KVSO Ardmore, Okla.; Don Davis, WHB Kansas City; Dietrich Dirks, KTRI Sioux City, Ia.; Wallace R. Dunn, KGLC Miami, Okla.; Walt. Davidson, Capitol Transcription, Hollywood; John Devine, Standard Radio, Chicago.

E

Robert D. Enoch, KTOK Oklahoma

(Continued on page 70)

AMONG REGISTRANTS at NAB District 10 and 12 meeting at Kansas City were: Left photo—Front row, l to r, Wayne W. Cribb, KHMO Hannibal, Mo.; William Knodel, Avery-Knodel, Chicago; E. K. (Joe) Hartenbower, KCMO Kansas City, and and Everett Dillard, KOZY Kansas City; rear, l to r, Joe Bernard, KOMA Oklahoma City; Dave Pasternak, KSD St. Louis; Dietrich Dirks, KTRI Sioux City, Iowa; William Hurley, KIOA Des Moines, and C. L. (Chet) Thomas, KXOK St. Louis.

Middle photo—Front row (seated), Robert Enoch (l), KTOK Oklahoma City, District 12 director, and William Quarton, WMT Cedar Rapids, Iowa, District 10 director; standing, l to r, Carl Haverlin, Broadcast Music Inc., New York; Archie J. Taylor, KANS Wichita; Paul A. Loyet, WHO Des Moines; Ward Dorrell, C. E. Hooper Inc., New York; Buryl Lottridge, WOC Davenport, Iowa; Nicholas Pagliara, WEW St. Louis, and Wendell Campbell, KMOX St. Louis.

Right—Front row, l to r, Paul R. Fry, KBON Omaha; George C. Biggar, KCRG Cedar Rapids; Alex Keese, Taylor-Howe-Snowden, Amarillo, Tex., and Harry Burke, KFAB Omaha; rear, l to r, Emlyn Owen, KXEL Waterloo, Iowa; Frank Mathews, KFH Wichita; Sam Bennett, KMBC Kansas City; John Blair, John Blair & Co., Chicago, and Harold Fair, NAB, Washington.

AP GROUPS FOUNDED IN ILL., MO., AND IND.

THREE MORE state AP broadcasters associations have been founded in the wake of NAB district meetings being held throughout the country. Newest are Missouri, Illinois and Indiana.

Missouri broadcasters, meeting in Kansas City Aug. 15, named Bruce Barring, KXOK and KXOK-FM St. Louis, as chairman of that state organization which includes 26 AP station members.

The Illinois group was founded Aug. 13, when Merrill Lindsay, WSOY Decatur, was elected chairman. Vice chairmen are Art Milward, WMIX Mt. Vernon; Laverne Waltman, WLPO LaSalle; and Harold Safford, WLS Chicago.

The Indiana AP group, meeting a fortnight ago, named George Higgins, WISH Indianapolis, as chairman. Other officers: William Spencer, WHOT South Bend, AM vice-chairman; John Englebrecht, WIKY Evansville, FM vice chairman; John Jameson, Indianapolis AP bureau chief, secretary-treasurer.

RICHFIELD IS SHIFTING ITS 'REPORTER' TO ABC

RICHFIELD OIL Corp., Los Angeles, after more than 17 years on NBC Western stations with its six nightly *Richfield Reporters*, has contracted for the 10 p.m. period on 20 ABC Western stations, effective Aug. 29.

In making the shift, officials of Hixson-Jorgensen Adv., Richfield agency, explained that the move was dictated by the likely continuance of daylight savings time in California which would not have allowed Richfield to remain in the 10 p.m. period on NBC. Continuance of daylight time as a power saving instrument appears likely.

Since the current contract with NBC is in force through Sept. 24, the news program will be heard on both networks for approximately one month. ABC pact is for 52 weeks. Coincident with the new network airing, Richfield will undertake an extensive promotion campaign to merchandise the program in its new period at a cost of more than $150,000, according to the agency.

Sherman Gets TV

FIRST hotel in Chicago to offer television is the Hotel Sherman, which expects to complete installation of 100 video receivers by Sept. 15. Payment is made on the regular room bill rather than by coins as the instrument is used. In this manner, collections will also be made on 1,500 AM speakers, soon to be installed in the Hotel Sherman rooms by Radio Systems Inc., Cleveland. The video sets are manufactured by Olympic Radio & Television Co., and installed by Hotelvision Inc., Long Island.

OFFICERS of the newly-organized Illinois AP Radio Assn. confer with AP Chief of Bureau Marion Sheen: (l to r) Laverne Waltman, vice-chairman, WLPO LaSalle; Mr. Sheen; Merrill Lindsay, chairman, WSOY Decatur, and Art Milward, vice-chairman, WMIX Mt. Vernon. Vice-chairman, Harold Safford, WLS Chicago, was not present.

FM BORDER PACT

U. S., Canada Agree On Allocations

NOTICE of agreement between the U. S. and Canada on FM allocations was reported last week by FCC.

In publishing the agreement, confirmed by exchange of diplomatic notes after a series of meetings between officials of FCC and Canada's Dept. of Transport, the Commission stated the pact coordinates FM station assignments on both sides of the border so as to prevent any objectionable interference. The agreement involves correlation of assignments within 250 miles of the border and includes an allocation plan for both countries.

Three appendices attend the agreement. The first relates to the FCC's tentative allocation plan for Class B FM stations dated June 13, 1947; the second, given below, is the Canadian tentative allocation plan, and the third concerns the channel numbering system specified in FCC rules.

Text of the agreement:

Allocation plans for United States Frequency Modulation Broadcasting Stations and for Canadian Frequency Modulation Broadcasting Stations are described in Appendices I and II. The channel number system used in these appendices is in accordance with Appendix III.

Assignments will normally be made on the basis of omni-directional antennae but it is recognized that directional antennae may advantageously be used in certain instances to reduce interference between stations.

Assignments made at points which are more than 250 miles from the nearest point on the border of Canada and the United States will normally have no international significance and need not be notified except in cases of unusual powers and unusual antenna heights.

Where distances less than 250 miles are involved, all assignments shall be notified in the following manner:

(1) Notification shall be made by an exchange of documents between the Federal Communications Commission and the Department of Transport.

(2) Notifications shall include full information on transmitting antenna locations by geographical coordinates, antenna height above average terrain, antenna height above mean sea level, and effective radiated power. In the event an antenna, directional in the horizontal plane, is proposed, the directional pattern and other pertinent information shall be submitted.

(3) Each country shall have 15 days from the date of notification in which to protest the proposed assignment.

(4) If, within the 15 day period prescribed in (3) above, no objection is raised, a notified assignment shall be considered final.

Wherever possible assignments made within 250 miles of the border should be in accordance with Appendices I and II.

No allocation plans have been adopted as yet for assignment of stations in the 88 to 92 megacycle portion of the band, which has been designated for use by non-commercial, educational broadcasting in both countries. When such a plan has been formulated, the procedure specified above shall apply.

The Canadian allocation plan:

General Areas	Channel Number
NOVA SCOTIA	
Sydney	235,293
Halifax	222,260,291,295
Dartmouth	251
Yarmouth	221
Bridgewater	226
Liverpool	231
Windsor	243
Kentville	266
Truro	283
Antigonish	223
Stellarton	277
New Glasgow	237
Pictou	245
Springhill	255
Amherst	235
Sydney Mines	221
North Sydney	225
New Waterford	230
Glace Bay	239
Dominion	247
Westville	233
PRINCE EDWARD ISLAND	
Charlottetown	288,297
Summerside	271
NEW BRUNSWICK	
St. John	257,263 269,273
Fredericton	249,253
Edmundston	223,227
Dalhousie	300
Chatham	225
Sussex	285
Campbellton	232
Woodstock	237
St. Stephen	298
Newcastle	221
Bathurst	247
Moncton	240,280
Sackville	229
QUEBEC	
Montreal	223,228,232,236,240,245,249 253,257,264,293
Sherbrooke	259,269,274,278
Quebec City	231,247,251,256,266
Granby	300
St. Hyacinthe	296
St. Jean	285
Megantic	221
Kenogami	234
Jonquiere	239
Bagotville	244
St. Joseph d'Alma	248
Port Alfred	258
Rouyn	243
Thetford	226
Drummondville	234
Sorel	238,242
Three Rivers	282,290
Baie St. Paul	260
Matane	262

(Continued on page 72)

Public Favors FCC Giveaway Proposal

Fifty Reactions Received Daily; 60% Want Action

(Also see page 22)

LETTERS continued to flow into the FCC last week at a consistent rate of some 50 pieces a day from radio listeners throughout the country regarding the Commission's proposed rules of a fortnight ago to force giveaway programs off the air [BROADCASTING, Aug. 9].

From a careful overall review of letters received so far, it is estimated that about 60% of the writers are in sympathy with the FCC objective. It was commented that this was a surprising proportion indeed since people usually write to the Commission only when they have a complaint. No slackening in the mail to the Commission on this matter was yet to be observed.

Tie-in With WARL

The proposed giveaway rules, which would in effect knock millions of dollars worth of programs off the air for violation of the lottery laws, were issued by FCC simultaneously with the Commission hearing examiner's report on an investigation of a giveaway program on WARL Arlington, Va. Examiner J. D. Bond held the program to be a violation of the lottery law and in this the Commission said it was "in agreement." Howeve, WARL has been given until Sept. 10 to file its exceptions and request oral argument [BROADCASTING, Aug. 16].

The Commission also had announced it will receive general comments on its proposed rules up until Sept. 10, after which it is expected the FCC will designate oral argument.

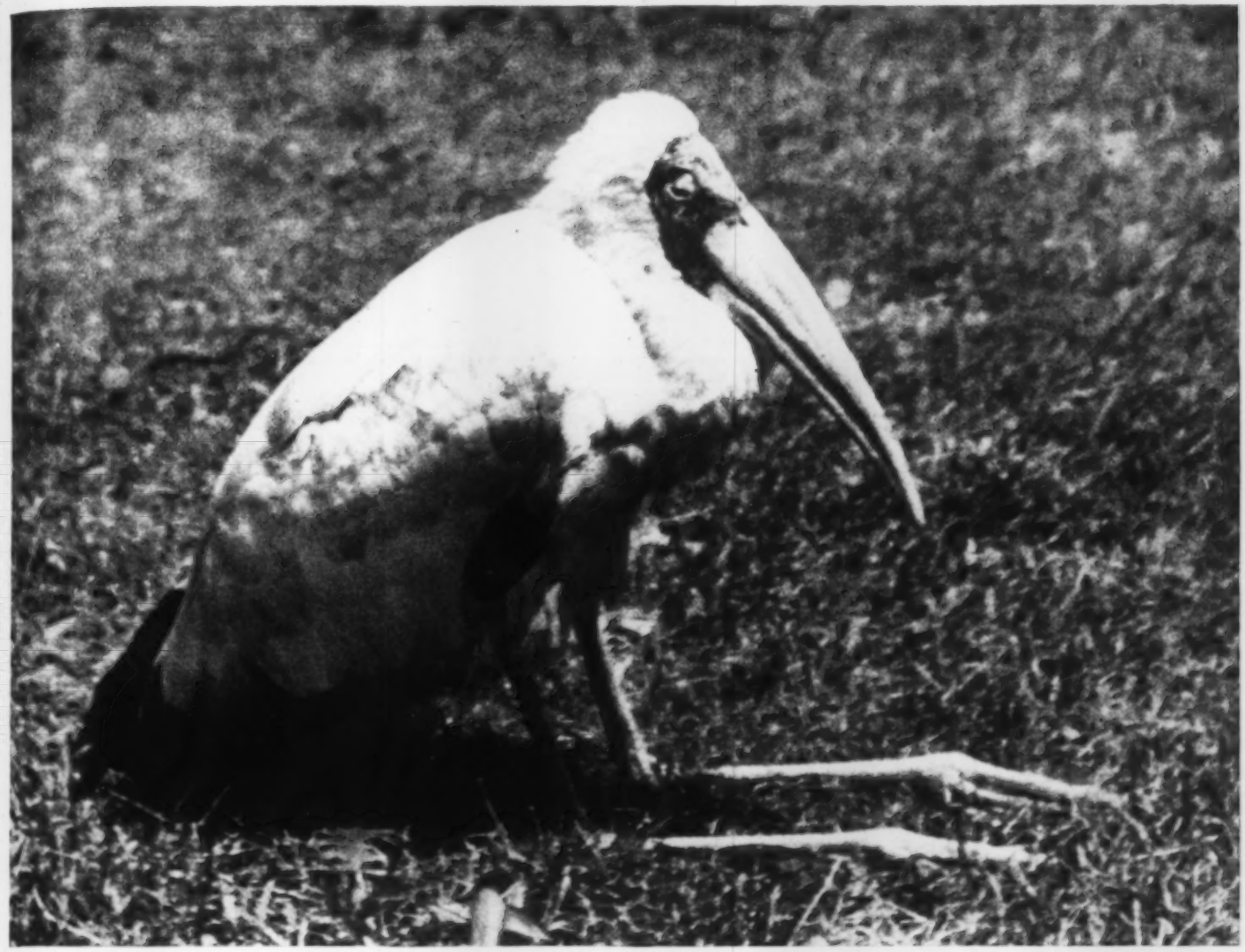
The form letter sent in response follows:

This will acknowledge receipt of your recent communication to the Commission which is one of a number received by us concerning the Commission's proposal to issue rules covering lotteries and gift enterprises on radio programs. Your interest in writing to express your views on the matter is appreciated.

The proposed rules would set forth with particularity certain types of programs which the Commission believes are in violation of Section 316 of the Communications Act of 1934, as amended, which prohibits the broadcast of "any advertisement of or information concerning any lottery, gift enterprise or similar scheme, offering prizes dependent in whole or in part upon lot or chance."

The Commission has announced that any interested party who is of the opinion that the proposed rules should not be adopted, or should not be adopted in the manner proposed, may file with the Commission on or before September 10, 1948 a formal statement or brief setting forth his comments. Persons favoring the rules may also file statements in support thereof. All such comments will be given careful consideration by the Commission before any rules are finally adopted, and, on the basis of the comments received, the Commission may determine to hold oral argument on the matter before taking final action.

/s/ T. J. Slowie,
Secretary.



Taking it easy

This strange looking bird is a Malayan Wood Ibis. And he's now taking a little nap. Believe it or not, that's the way this queer fellow sleeps.

There's a simple way, too, for time buyers to take it easy and get results in the rich Baltimore market. They just buy W-I-T-H, the BIG independent with the BIG audience.

Yes, sir! W-I-T-H delivers more listeners-per-dollar than any other station in town! It covers 92.3% of all the radio homes in the Baltimore trading area.

And don't forget, Baltimore is the sixth largest market in the country.

So if you're looking for low-cost sales in Baltimore, W-I-T-H is your best buy. We say so. Advertisers say so. Time buyers say so. Call in your Headley-Reed man today and get the full W-I-T-H story from him.

W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

Five AM Transfers Authorized by FCC

Total Considerations Involved Reach $110,000

TRANSFERS of five standard stations, with considerations totaling some $110,000, were approved last week by FCC.

The stations, whose transactions for the most part involved only minority holdings, were WKOY Bluefield, W. Va.; WBUD Morrisville, Pa.; KOPR Butte, Mont.; WICY Malone, N. Y., and KTNM Tucumcari, N. M.

WKOY was granted transfer of one-third interest from Ed Shumate to Odes E. Robinson for $7,000, amount of investment. Radio Bluefield Co. is licensee. Mr. Robinson is consulting radio engineer at Charleston and has part interests in WMON Montgomery, W. Va.; WPTW Piqua, Ohio; WPTN Paris, Tenn., and WVMI Biloxi, Miss. Mr. Shumate retires to devote time to other business interests. Continuing in WKOY ownership are General Manager J. Lindsay Allen and E. Bernard Jarrett, sales director.

Transfer of 50.5% interest in WICY was granted from Mitchell C. Tackley, president, to Alice M. Tackley, secretary, and Buelah M. Cardinal, vice president, 0.5% each, and Ralph M. Cardinal, treasurer, 49.5%. Mrs. Tackley and Mrs. Cardinal receive their stock as gifts while Mr. Cardinal receives his interest for consideration of $11,636 which he holds in notes of assignor. Mr. Tackley retains 49.5% interest.

KTNM was granted transfer of one-third interest from Pryde E. Hale to Grady Maples for $6,000. Mr. Grady becomes two-thirds owner. One-third interest is retained by R. B. McAlister who also is part-owner of KICA Clovis, N. M.

WBUD received consent for voluntary assignment of license from co-partnership composed of Francis E. Streit and Verna S. Hardin to Morrisville Broadcasting Co., new corporation of same name in which same owners continue but with addition of James Stolcz. Mrs. Hardin retains her 50% interest while Mr. Streit sells 40% interest in the station for $22,000 to Mr. Stolcz, with WBUD for a year and new station applicant at Perth Amboy, N. J.

The KOPR transaction involves assignment of permit from equal partnership of Frank C. Carman, David G. Smith, Grant R. Wrathall and Mr. Carman as administrator of the estate of Jack L. Powers, deceased, to new corporation of same name in which they retain equal interests totaling 67%. They acquire stock valued at $60,000, for KOPR assets. Group of local businessmen hold remaining stock for which they pay about $33,000. The original stockholders are also part owner of KUTA Salt Lake City; KGEM Boise, KIFI Idaho Falls, KEIO Pocatello and KLIX Twin Falls, Ida., and KRUZ Santa Cruz, Calif.

Dog's Life Improves

RADIO has done much to improve a dog's life, according to Rutherford T. Phillips, secretary of the Pennsylvania Society for the Prevention of Cruelty to Animals. He reported that his agency has placed 200 more animals in new homes—a 60% rise—during the first six months of 1948 over 1947, crediting the increase largely to the WFIL Philadelphia program, *Animal World Court*. Sponsored by Chrysler dealers, the program, transcribed, is broadcast at 7:20 p.m. daily.

CFRB and CJBC Switching Frequencies in September

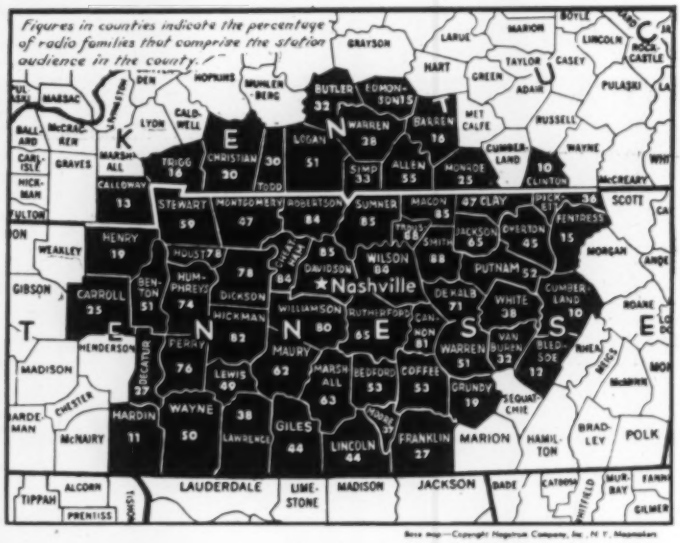
CFRB and CJBC Toronto are to switch frequencies Sept. 1 when CJBC occupies the 860 kc clear channel now occupied by CFRB, and CFRB will move to 1010 kc, now occupied by CJBC. Both stations will move to 50 kw power, CJBC increasing from 5 kw, and CFRB from 10 kw. Switch gives Canadian Broadcasting Corp. another clear channel in keeping with government policy to have all Class A channels reserved for government-owned stations.

Addition of these two stations will give Toronto most radio power in Canada, with three 50 kw stations, CBL, CJBC and CFRB. CBL is key station of Trans-Canada network, CJBC of Dominion network, and CFRB is outlet for Columbia Broadcasting System.

Prudential Replacement

EFFECTIVE Oct. 3 a dramatic show entitled *The Prudential Family Hour of Stars* will replace the musical program, *Family Hour*, Sundays, 6-6:30 p.m. on CBS. The show will rotate six top film names —Humphrey Bogart, Bette Davis, Gregory Peck, Ginger Rogers, Barbara Stanwyck and Robert Taylor —starring for the most part in original plays by radio's foremost dramatists. Carmen Dragon and his orchestra will do the musical accompaniment. The show is an MCA package, sponsored by Prudential Life Insurance, through Benton & Bowles, New York. Ken Burton will act as agency producer.

DAYTIME COVERAGE BY WSIX


Figures in counties indicate the percentage of radio families that comprise the station audience in the county.
Nashville
Base map—Copyright Hagstrom Company, Inc., N. Y. Mapmakers

Map and Tabulation Based on BMB Audience Study No. 1—Mar. 1946

	BMB County Units	1946 Radio Families	BMB Station Audience Families
Home City Nashville 83% Home County Davidson 85%	No. of Counties	47,850 67,540	39,810 57,610
Percentage Levels			
80% and over	11	98,290	83,520
70% " "	16	107,030	90,130
60% " "	20	128,750	104,010
50% " "	29	159,060	120,030
40% " "	35	180,260	129,760
30% " "	43	195,490	135,120
25% " "	48	216,800	140,900
20% " "	49	224,490	142,470
10% " "	60	252,610	146,690

ABC AFFILIATE

5000 WATTS • 980 KC

and

WSIX-FM 97.5 MC

71,000 WATTS

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

Represented Nationally by The Katz Agency, Inc.

WSIX gives you all three: Market, Coverage, Economy

W-I-N-D

CHICAGO

announces the appointment of

The KATZ AGENCY *Inc.*

NEW YORK • CHICAGO • DETROIT • KANSAS CITY
ATLANTA • DALLAS • SAN FRANCISCO • LOS ANGELES

as NATIONAL REPRESENTATIVES*

*OUTSIDE CHICAGO AREA

W-I-N-D • 560 KC CHICAGO'S ONLY 24-HOUR STATION • 5000 WATTS

WSM
WSM
WSM
PAINT
WSM
PAINT

ENDORSED PAINT?

A large paint manufacturer recently made a point that is well worth passing along to other advertisers who are interested in this great Southern market.

The manufacturer* wrote: . . . "In expansion of territory and opening up of new dealer accounts we have found this show (a half-hour live talent program over WSM) has played a major part in that success . . ."

This is added proof that when you use WSM you add an invisible stamp of approval to your goods in this section. Whether it's paint, padlocks or petunias, the buying public and dealers alike know they can put their confidence in a WSM-advertised product.

*Name furnished on request.

RY STONE, Gen. Mgr., IRVING WAUGH, Commercial Mgr. • EDWARD PETRY & CO., Nat'l Representatives
000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

WSM
NASHVILLE

WCBM Opens Fight On News Gag Rule

INDICATION that Baltimore radio stations will fight for their Constitutional rights despite court pressure came last week when WCBM, operated by the Baltimore Broadcasting Corp., called on judges of the criminal court to furnish particulars in citing the station for contempt charges.

The Baltimore court's action in citing five stations for contempt because of newscasts covering the arrest and confession of a man charged with two murders has aroused nationwide interest [BROADCASTING, July 26]. NAB, American Newspaper Publishers Assn. and many national and state groups have come to the support of the stations.

In its petition to the court, WCBM asked "specifically and exactly what broadcasts" are meant in the language of the citations. It asked specifications covering language deemed objectionable, and what rule or rules of the Supreme Bench of Baltimore, if any, constitute grounds for the citation.

Baltimore courts follow the outmoded common law contempt policy, discredited by the U.S. Supreme Court. This policy imposes a gag on media between indictment and conclusion of the trial in criminal cases.

CBJ Ups Power

CBJ Chicoutimi, increases power to 10 kw on Aug. 26, first in the new power expansion policy of the Canadian Broadcasting Corp. to be ready. Station has been on 1580 kc, 1 kw, since 1933, and is under its original manager, Vilmond Fortin. Other CBC stations to increase power shortly are CJBC Toronto, from 5 kw to 50 kw on Sept. 1, on 860 kc; CBW Winnipeg, to go from 15 kw to 50 kw on 990 kc, sometime next month; and CBX Edmonton, new 50 kw station on 1010 kc to go on the air in September.

Small Radio World

A FATHER AND daughter, both engaged in radio work, were reunited this month by a third radio personage, and also a relative, after a 20-year separation. Several months ago Carol Fulton, sales secretary at WKY Oklahoma City, asked her uncle, "Smilin' Ed" McConnell at NBC offices in Hollywood to help her locate her father, Bob McConnell. Some weeks later she received word from her uncle that Bob McConnell was a featured artist on WSUN St. Petersburg, Fla. An exchange of "get acquainted" letters and transcriptions followed. The two were reunited when the daughter spent her two weeks vacation with her father, appearing on his daily *Going Visitin' With Bob McConnell* show.

Transfer Requests For 3 AM Outlets

THREE requests for transfer of control were filed last week with FCC involving WOOD Grand Rapids, Mich., KFRU Columbia, Mo., and WNNC Newton, N. C. Also requested but not previously reported were applications for transfer of control of KCUL Fort Worth, Tex., and KSVP Artesia, N. M.

WOOD Grand Rapids, Mich.— Transfer of 12% of stock of Grandwood Broadcasting Co., licensee of WOOD, from WFBM Inc., Indianapolis, which now owns 50%, to Arthur R. Treanor. Mr. Treanor will pay WFBM $3,000 for the stock and will loan $9 000 to Grandwood Broadcasting Co. WFBM Inc. and Mr. Treanor each own 50% of Trebit Corp., licensee of WFDF Flint, Mich.

WNNC Newton, N. C.—Assignment of license to new firm of same name, Newton-Conover Broadcasting Co., and composed of two of three former partners. Ray Leinbach retires from station selling his one-third interest for $4,500 to Charles C. Turner who becomes two-thirds owner. Other partner continuing is Earl Holder.

KFRU Columbia, Mo.—Transfer of control of KFRU Inc., licensee, from Star-Times Pub. Co., sole owner, to H. J. Waters Jr. and Mahlon R. Aldridge Jr. for $85,000. Mr. Waters, editor and part owner Columbia Daily Tribune, acquires 54.9% while Mr. Aldridge, KFRU manager, acquires 45%. Star-Times Pub. Co., licensee KXOK St. Louis and publisher St. Louis Star - Times, stated it requested transfer "because of difficulty encountered in allocating sufficient amount of executive supervision" at time when increasing demands are being made upon executive personnel "because of AM, FM, facsimile and television activities."

KCUL Fort Worth, Tex.—Transfer of control of East-West Broadcasting Co., licensee, from J. C. Griffith and seven others to W. Bruce Chambers Jr., Nestor Cuesta and John Andrews. Capital stock will be increased from $3,000 to $100,000 with new individuals holding $75,000. James H. Lawson Jr. leaves corporation. Mr. Chambers, now program director of KWBU Corpus Christi, will hold 41.1%; Mr. Cuesta, chief engineer of KWBU, 10%, and Mr. Andrews, owner of his own business engaged in construction of radio towers, 23.6%. Remaining original owners will retain their same investments.

KSVP Artesia, N. M.—Transfer of control of KSVP from Intermountain Broadcasting Co., licensee, to Artesia Broadcasting Co., new firm, for $50,000. Principals in new company are Martin Yates III, oil man, president and 10 shares; T. E. Brown, owner of plumbing supply house, 60 shares, and S. P. Yates, oil well drilling contractor, 10 shares. Martin Yates Jr. will hold 10 shares and remaining 217 shares will be held by 23 local business men and firms. Station is assigned 250 w on 1450 kc, unlimited. Intermountain Broadcasting Co. also has sold KVER Albuquerque, N. M. [BROADCASTING, Aug. 16]. It still holds permit for KYLE Alamogorda, N. M.

Studio Plans for KTTV To Cost Over $250,000

FORMAL plans for KTTV (TV) Los Angeles were announced last week by Harry Witt, acting general manager. CBS is seeking FCC approval for 49% of the *Los Angeles Times* station. Combined cost of office, studio and transmitter facilities represent more than $250,000 exclusive of equipment, according to Mr. Witt.

Studios atop the Bekins Building in Hollywood are being transformed into main studios and offices. Facilities will accommodate a staff of more than 50. In addition, it will contain one large TV studio with space for three sets, a telecine studio, master control room, announcer's booth, etc.

For every $ in Louisville

there are $$$$ in the rest of Kentuckiana

reach all $$$$$ with **WHAS**

Effective Buying Income:

Metropolitan Louisville . . . . . $ 879,148,000

WHAS Kentuckiana Market*. $4,911,325,000

CBS

WHAS

Louisville, Kentucky

The only radio station serving and selling all of the rich Kentuckiana Market

50,000 WATTS • 1-A CLEAR CHANNEL • 840 KILOCYCLES

Victor A. Sholis, Director *J. Mac Wynn, Sales Director*

Reaching MORE for LESS

Buying income reached per $1 spent for radio time (based on 1-minute daytime announcement)

WHAS . . $130,968,666

STATION B $55,682,200

Ask Petry for PROOF

*The Kentuckiana Market is that market within the WHAS .5mv/m contour—with the exception of the Cincinnati and Indianapolis metropolitan areas in which WHAS claims no appreciable listenership. Income figures are from Sales Management Survey of Buying Power (Copr. 1948); further reproduction not licensed.

HOOPER STATION LISTENING INDEX

MEMPHIS, TENNESSEE

CITY ZONE

JUNE-JULY 1948

SHARE OF AUDIENCE

TIME	SETS-IN-USE	WHHM	NETWORK STA. B	NETWORK STA. C	NETWORK STA. D	NETWORK STA. E	STA. F
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	17.0	**25.6**	21.2	17.4	19.4	4.2	8.4
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	20.7	**21.6**	31.5	17.0	11.1	9.1	6.4
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	23.4	**26.2**	27.7	22.4	14.1	7.3	
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	19.6	**27.9**	24.7	13.1	9.7	15.0	4.9
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	15.6	**28.5**	12.9	23.1	11.4	9.0	10.5
TOTAL * RATED TIME PERIODS	20.7	**24.8**	26.4	19.2	13.6	8.0	7.1

NOTE:

WHHM is only 1.6 points behind network station B—

WHHM has 29% more listeners than network station C—

WHHM has approximately 15% more listeners than network station D and network station C COMBINED!

WHHM

MEMPHIS • TENNESSEE

INDEPENDENT—BUT NOT ALOOF

FORJOE & CO.,
Representatives

★

PATT McDONALD, Manager

Radiorama

A LUNCHEON marks the largest block sale of news programs in the history of WEEI Boston, sold to Jordan Marsh Co., department store. Principals are (l to r) John C. Dowd, president of Dowd Agency; H. Roy Marks, WEEI sales; Harold E. Fellows, WEEI general manager; Guy Cunningham, WEEI sales promotion; Richard Edwards Jr., Jordan Marsh v.p.

OLD GOLD puts the "Original Amateur Hour" on DuMont Television Network. Making arrangements are (l to r, seated) Alden James, advertising manager, P. Lorillard Co.; H. A. Kent, Lorillard president; Lawrence Phillips, director, DuMont Network; standing, Nick Keesely, Lennen & Mitchell AM, TV manager; Humbold Greig, DuMont sales manager.

GET THEE hence, say Clyde Scott (r), KECA Hollywood general manager, and Leo Ricketts, sales manager, to Marvin Briggs as they send out to sell the "Hawthorn Thing." Cap is worn until show is sold.

ACCEPTING the President's Cup for winning the Louisville Retail Merchants Assn. golf tourney are J. Mac Wynn (l), WHAS sales director, and Harold Laufer, purchasing department. William G. Frederick (r) is LRMA head.

WINDING UP a deal are Clarence S. Beesemer (l), executive v.p. of General Petroleum Co., and Lewis Allen Weiss, MBS board chairman and general manager of Don Lee's KTSL (TV) Los Angeles. Films are of London Olympics.

RADIO and press join forces in Denver to put the 1948 Denver Community Chest drive over the top. Mapping plans are E. Palmer Hoyt (l), editor and publisher of the "Denver Post," and Hugh B. Terry, manager of KLZ, co-chairmen.

COWBOYS' REUNION Parade was covered by Ernie Thwaites, owner-manager of KFUN Las Vegas, N. M., on horseback. Over 120 feet of mike cord was used to join celebrities in the parade and interview them as they rode.

MUTUAL ELATION shines from the faces of Dale Rogers (l), Mid-Continent Petroleum Corp. advertising manager, and Gustav Brandborg, commercial manager of KVOO Tulsa, which will carry U. of Tulsa football under firm's sponsorship.

CELEBRATING the 15th anniversary of radio's "Lone Ranger" are (l to r) H. M. Dancer, president of Dancer-Fitzgerald-Sample; H. Allen Campbell, George Trendle, Trendle-Campbell Broadcasting Corp.; Joseph Greeley, account executive of D-F-S, and the "Lone Ranger" himself, behind the ever-present mask. His horse, "Silver," was unable to make it.

IT TOOK a jeep to haul this group over the grounds of WMT Cedar Rapids' third annual National Farm Field Day. In the back seat (l to r), Roy Miller, Katz Agency; Jim Sivright, Gamble-Skogmo; Ted Hasbrouck, BBDO; front row, Tom Flanagan, Katz Agency; Richard Stark, Katz Agency; Bob Dillon, KRNT Des Moines; Don Sullivan, WMT.

DESPITE MONEY GIVE-AWAYS ON COMPETITIVE STATIONS IN BOTH CITIES *and* ACCORDING TO THE LATEST C. E. HOOPER* REPORTS AVAILABLE!

Cincinnati's—MBS

WCPO

- 1st — MORNING
- 1st — AFTERNOON
- 1st — EVENING
- 1st — SUN. AFTERNOON
- 1st — SAT. DAYTIME

and

Knoxville's—CBS

WNOX

- 1st — MORNING
- 1st — AFTERNOON
- 1st — EVENING
- 1st — SUN. AFTERNOON

Saturday Daytime is not rated in Knoxville

Both stations are therefore 1st. *—in Total rated time periods*

☆ BOTH ARE SCRIPPS-HOWARD STATIONS ☆

For complete analysis call your BRANHAM MAN

***July Hooper—WCPO**
Winter-Spring Hooper—WNOX

100 VERDICTS

for The Housewives' Protective League

...the "Program that Sponsors the Product"

Look at the one hundred companies listed on the right. You'll agree it's a *blue-ribbon panel* of smart national spot advertisers. You'll agree, too, that each of these advertisers sets an example that pays—*and pays to follow!*

All 100 of these profit-minded advertisers have been sponsored by The Housewives' Protective League during the past twelve months. They pay for this privilege.

...Because they know that listeners know every product sponsored by the HPL must pass a rigid consumer test by the HPL Testers' Bureau (a panel of housewives in each station's listening area) before being approved for sponsorship.

...Because they know that every HPL commercial is adlibbed in an interesting and sincere manner into the program format...is *certain* to get complete audience acceptance.

...Because they have found that The Housewives' Protective League is *the most sales-effective participation program in all radio.*

The dollars and sense testimony of *EACH* of these 100 advertisers proves conclusively that this unique radio program can write a unique sales success story for you...*if*—like these 100 advertisers—you can qualify. For more information about The Housewives' Protective League, get directly in touch with any of the eight stations carrying the program, their national spot representatives, or *"The Program that Sponsors the Product"*...

HPL MARKETS: Los Angeles (50,000-watt KNX) Chicago (50,000-watt WBBM) • St. Louis (50,000-watt KMOX) • San Francisco (5,000-watt KQW) • New York (50,000-watt WCBS) • Washington, D. C. (50,000-watt WTOP) • Minneapolis-St. Paul (50,000-watt WCCO) Seattle-Tacoma (50,000-watt KIRO) and more great markets and stations to be announced later in the year.

THE HOUSEWIVES' PROTECTIVE LEAGUE

A division of CBS, Columbia Square, Hollywood
or 485 Madison Ave., N. Y.

DURING THE PAST TWELVE MONTHS THESE 100 ADVERTISERS WERE SPONSORED BY THE HOUSEWIVES' PROTECTIVE LEAGUE PROGRAMS.

Allied Food Industries (Holiday Macaroon Mix)
American Home Products Corp. (G. Washington Coffee)
American Packing Co. (Sunrise Meats)
Armour & Co. (Miss Wisconsin Cheddar Cheese)
Ballard and Ballard Co. (Ballard Oven-Ready Biscuits)
Beatrice Foods Co. (Meadow Gold Butter)
Beltone Hearing Aid Co. (Hearing Aid)
Birds Eye-Snider Inc. (Birds Eye Frozen Foods)
Book-of-the-Month Club
Blue Moon Foods Inc. (Cheese)
Bordo Products Co. (Citrus Juices)
E. L. Bruce Co. Inc. (Bruce Floor Cleaner)
California Almond Growers (Diamond Almonds)
California Fig Institute (California Figs)
California Prune Growers' Ass'n (Sunsweet Prunes)
California Spray Chemical Corporation (Insecticides)
California Walnut Growers' Ass'n (Diamond Walnuts)
Campbell Soup Co. (Soups)
Canada Dry Ginger Ale Inc. (Carbonated Beverages)
Clean Home Products Inc. (Apex Insecticides)
Clorox Chemical Co. (Boon Household Cleaner)
Comfort Mfg. Co. (Craig-Martin Toothpaste)
Consolidated Dairy Products Co. (Darigold Cheese)
G. N. Coughlan Co. (Chimney Sweep)
Curtis Publishing Co. (Holiday)
D'Arrigo Bros. Company (Andy Boy Broccoli)
L. DeMartini Co. Inc. (Roasted and Salted Mixed Nuts)
Dennison's Food Company (Dennison's Food Products)
Doubleday and Co. Inc. (Book League of America)
August E. Drucker Co. (Revelation Tooth Powder)
Durex Blade Co. Inc. (Durex Razor Blades)
Electric Household Utilities (Thor Washing Machines)
Frito Company (Fritos)
General Foods Corporation (La France)
General Petroleum Corp. of California (Tavern Waxes)
Golden State Co. Ltd. (Golden-V Vitamin Milk)
Gold Seal Company (Glass Wax)
B. F. Goodrich Co. (Tractor Tires)
The Great China Food Products Co. (Canned Foods)
Griffin Manufacturing Co. Inc. (Shoe Polish)
Hills Brothers Co. (Dromedary Gingerbread)
Hubinger Co. (Quick Elastic Starch)
Illinois Meat Co. (Canned Meat)
Inland Rubber Corporation (Tires)
Juice Industries Inc. (Sunfilled Whole Orange Juice)
Kerr Glass Manufacturing Corp. (Canning Supplies)
Kretschmer Co. (Happy Harvest Wheat Germ)
Lan-O-Sheen Inc. (Cleaner)
Leeward Products Ltd. (Threads)
Lever Brothers Company (Breeze)
Lindsay Ripe Olive Co. Inc. (Olives)
Lite Soap Co. (Lite Cleanser)
Los Angeles Soap Co. (Merrill's Rich Suds)
Maggi Co. Inc. (Maggi Bouillon Cubes)
Manhattan Soap Co. Inc. (Blu-White)
Marlin Firearms Co. (Marlin Razor Blades)
McIlhenney Co. (Tabasco Sauce)
Michigan Chemical Corp. (Pestmaster Products)
Michigan Mushroom Co. (Dawn Fresh Mushrooms)
Mickleberry Food Products (Mickleberry Meat)
Louis Milani Foods Inc. (1890 French Dressing)
Nash-Underwood Co. (Donald Duck Peanut Butter)
National Biscuit Co. (Shredded Wheat)
National Carbon Co. Inc. (Krene)
O'Brien's of California Inc. (Candy)
Omnibook Inc. (Magazine)
Orr Felt and Blanket Co. (Orr Blankets)
Park and Tilford (Tintex)
Payne Furnace Co. (Furnace Sales and Service)
Peer Food Products Co. (Peer Brand Pie Dough)
Penick & Ford Ltd., Inc. (MY-T-FINE Desserts)
Perfex Co. (Perfex All-Purpose Cleaner)
Perk Foods Co. (Perk Dog Food)
Pillsbury Mills Inc. (Pillsbury's Pie Crust)
Pomona Products Co. (New West Raw Apple Juice)
The Procter & Gamble Co. (Prell)
Puritan Company of America (Realemon Lemon Juice)
Radbill Oil Co. (Renuzit)
Rand, McNally and Co. (Institutional)
Samuel Goldwyn Productions Inc.
Schulze and Burch Biscuit Co. (Biscuits)
Shotwell Mfg. Co. (Hi Mac Candy Bars)
The Silex Company (Silex Glass Coffee Makers)
Simon & Schuster Inc. (Books)
Sioux Honey Ass'n (Clover Maid Honey)
Soil-Off Manufacturing Co. (Soil-Off)
Southern California Citrus Foods
Special Foods Co. (Jays Potato Chips)
A. E. Staley Mfg. Co. (Cream Corn Starch)
Standard Brands Inc. (Royal Puddings)
Stewart and Ashby Coffee Co. (Coffee)
Sweets Co. of America (Tootsie Fudge Mix)
Taylor-Reed Corp. (QT Pie Crust)
Vacuum Foods Corp. (Quick Frozen Orange Juice)
Wander Company (Ovaltine)
Ward Baking Co. (Tip Top Bread)
Washington Cooperative Farmers Ass'n
The Welch Grape Juice Co. (Welch Grape Juice)
Western Stationery Co. (Ball Point Pens)
Zenith Radio Corp. (Zenith Radionic Hearing Aids)

KDSH Boise, Ida., completed a 17-day celebration on Aug. 6 marking its first anniversary and increase in power from 1 kw to 5 kw unlimited. Highlight of the celebration was the launching of the 5-kw operation, with Idaho's governor, C. A. Robins (second from r), pushing the switch which effected the changeover. Others in picture (l to r): Saul Haas, KDSH president; Westerman Whillock, station's general manager, and James A. Johntz Jr., chief engineer. KDSH recently won Advertising Assn. of the West's 1948 award for the best commercial program produced by stations in cities of less than 100,000. Program was a local audience participation show entitled "Stump the Band."

AWARDS FOR BEST FM STORIES ARE OFFERED

THREE awards for best newspaper stories on FM broadcasting will be announced Sept. 29 at the closing luncheon session of the FM Assn. convention in Chicago. Crosley Division of Avco Mfg. Corp., Stewart-Warner Corp. and RCA Victor Division will donate AM-FM consoles to the winners, according to Bill Bailey, FMA executive director.

Eligible to enter the contest are reporters on daily newspapers; reporters on wire services or syndicates, and reporters on weekly newspapers. They may be staff personnel or string correspondents. Stories must have appeared between Jan. 1 and Sept. 1, 1948. Entries must be accompanied by five clippings of the story, and should be addressed to Story Contest Dept., FM Assn., 101 Munsey Bldg., Washington 4, D. C., postmarked no later than midnight Sept. 10.

Judges are Dr. Kenneth Bartlett, director of radio, Syracuse U.; Charles P. MacInnis, director of public relations and educational radio, Columbia (S. C.) Public Schools; Hugo Gernsback, publisher, *Radio Craft*, New York; Stanley H. Manson, advertising director, Stromberg-Carlson Co., Rochester; Norine Freeman, publicity director, W. B. Domer & Co., Chicago.

Nan Whitehead

MISS NAN WHITEHEAD, 29, secretary to Bill Herson, WRC Washington commentator, died Aug. 15 in a Washington hospital of a fractured skull and other head injuries sustained the day previous when she was struck by a streetcar.

MEMORIAL SHOW
Aid for Families of Crash Victims Sought

THE EFFORTS of 27 Northwestern stations were pooled late last month in a memorial program carrying an appeal for funds to assist surviving families of five members of the Duluth Dukes baseball team, victims of a tragic bus accident.

Total contributions to date have not been determined as listeners were advised to send their funds to the station to which they were tuned. The stations in the Dakotas, Minnesota and Wisconsin will pool the contributions for distribution to the bereaved families.

All stations aired the memorial program at a predesignated hour. Broadcasts were originated from all eight cities competing in the Northern League. Minor League President George Trautman appeared on a special program in one city and Northern League President Herman White spoke from another city.

Special UN Day Program To Be Scheduled by CBS

CBS has lined up an impressive panel of statesmen for a half-hour program to originate in Paris and New York on Oct. 24, 4:30-5 p.m., which has been designated as the first "United Nations Day."

Secretary of State George C. Marshall, John Foster Dulles, a U. S. delegate to UN, and Trygve Lie, UN secretary general, are to speak from the French capital. Columbia's Ed Murrow, in New York, will serve as master of ceremonies during the program. Larry LeSueur, CBS UN correspondent, will report from Paris.

Feature

(Continued from page 10)

stories on the proceedings.

Bulk of the discussion covered various aspects of the coaxial cable and the additional services which have just been inaugurated in Washington. A description of the various forms of coax was given and the technical need for this form of transmission over those used for AM was covered. A comparison also was drawn between the quality of coaxial cable and microwave relay transmission.

Stratovision had its share of coverage, too. The principle was explained along with a background on just what had developed so far in this particular phase of video.

With complaints being heard about the difficulty of picking up a clear signal, Mr. Hilburn explained the difference between AM and TV transmission and why some areas were not able to get a good picture.

The gentlemen of the press heard not only about the added coaxial cables which had been initiated in Washington but they were also told about the nationwide plans to expand network television. East Coast facilities were described—both coaxial cable and microwave relay stations—and plans were outlined for joining with the Midwest this fall. The use of film by non-interconnected affiliates also was discussed.

WMBD-FM Peoria, Ill. Power Upped to 20 kw

THE EFFECTIVE radiated power of WMBD-FM Peoria, Ill., on Channel 223, 92.5 mc, has been boosted to 20 kw with the recent completion of the station's 423 ft. tower and new transmitter building, located near Groveland, Ill., the station announced.

Its AM operation, WMBD, was granted a television construction permit by FCC on July 30. The TV station will operate on Channel 6 with a power of 71.2 kw visual and 8.6 kw aural. Video equipment will be housed in the new transmitter building and the TV tower will be mounted atop the FM antenna. Studios for the AM, FM, and eventually, TV, operations will be located in WMBD's new radio center in downtown Peoria.

KCNA's Fall Plans

THE ENTIRE fall schedule of the U. of Arizona football games, both at home and out of town, will be originated by KCNA Tucson, according to Wayne Sanders, station manager. The 10-game schedule, starting Sept. 15 and running through Nov. 27, will be fed to KOOL Phoenix, KCKY Coolidge and KNOG Nogales. In addition, KCNA will carry all Tucson High School games, at home and away, during the fall season, on Friday nights.

YEP, YUH BETTER LAY OFF REDWINE (Ky.)!

Not that Redwine (Ky.) would make you dizzy . . . but there's just no ad-vintage in trying to distill all the little towns like Redwine into a real mass market. Their *total* business content by volume is just too far below proof!

For statistics that will really make your head swim, take a look at the Louisville Trading Area, *which does more business than all the rest of Kentucky combined.*

So if you want corking good results, don't take any old "port" in a storm! Cover the Louisville Area *thoroughly* with WAVE (with VERY little waste in outlying sections) and you'll be safely, happily, *economically* over the bar! May we start serving you — *now?*

LOUISVILLE'S WAVE

NBC AFFILIATE

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

5000 WATTS . 970 KC

McGRATH

Newsmen Ready to Fight Charge of Bias

J. HOWARD McGRATH, chairman of the Democratic National Committee, last week manifested no eagerness to slug it out with commentators who have challenged the validity of his charges that radio commentators and the press are waging an "anti-democratic" campaign against President Truman.

The Rhode Island Senator sent some blood pressures soaring when he reportedly told a crowd of 7,000 at a Democratic outing in Johnston, R. I. Aug. 15 that "in months that have recently passed you have found a campaign in your papers and on the part of radio commentators to pour into your ears the most anti-democratic philosophy."

"These $100,000-a-year commentators," he purportedly said, "would not be allowed to exist under a truly democratic form of government. They make your President out to be an erroneous fellow and a stupid man. If ever there was a man in the White House who stood up against the onslaught of press and radio influence, that man is your President, Harry S. Truman."

Sen. McGrath declined to identify the commentators or columnists when queried. But Ray Henle, commentator on NBC's *Three Star Extra*, and Fulton Lewis, jr., MBS commentator suspected they were the object of the Senator's wrath. They had been mentioned in the same critical vein in the columns of *Capital Coment*, Democratic party organ, earlier last week. ABC's Commentator Earl Godwin also offered a response to the Senator's message. Two commentators replied during their regular broadcasts last Monday evening.

Cites Disagreement

Mr. Lewis told his listeners that Sen. McGrath "apparently does not agree with the idea that you should have opportunity to hear both sides of the political story."

Mr. Lewis said that since Sen. McGrath had been unable to prove his statements that his implied threat to force him off the air and his charges "must of necessity, be taken as a confession of guilt on his part, that an unbearable burden of true things have been exposed about him and his organization, which he wanted to keep quiet and did not like to have exposed."

Mr. Lewis then hurled his challenge:

". . . if Mr. McGrath can cite a single statement that I have made about him or his party at any time that is inaccurate or untrue I shall be more than happy to correct that error."

Mr. Henle and Fred Morrison, commentator and managing editor, respectively of *Three Star Extra*, meanwhile had communicated to Jack Redding, publicity chief of the Democratic National Committee, a "put up or shut up" offer. Mr. Henle told BROADCASTING last Tuesday that Mr. Redding had acknowledged that the *Three Star Extra* commentaries had been monitored by the Committee, which reported in the Aug 14 issue of *Capital Coment* that they were "biased tirades."

An offer was extended by Mr. Henle and Mr. Morrison, they said, to submit their own scripts to a comparison with the Committee's monitored records. They doubted that either Mr. Redding or Sen. McGrath, if they accepted the challenge, could unearth any biased material. Mr. Henle said the proposal was described by Mr. Redding as "an agreeable arrangment" but that he made no official acceptance.

ABC's Commentator Earl Godwin told listeners that he was thinking of writing a letter to Sen. McGrath, which he said might read like this:

"Dear Howard: If I am among the ranks of those who criticize the administration please tell me how to go about collecting the rest of the $100,000. And do you really believe, Howard, that it would be truly democratic to suppress any commentator, writer or editor who does not subscribe entirely to the Democratic Party platform, when some of your very own Democrats have revolted from both the right and the left?"

No reflection on the industries as a whole was intended, Mr. Redding explained. Only "some commentators and some columnists" were referred to, he said.

In reality, Mr. Redding declared, Sen. McGrath was citing the need for "objective reporting" during the campaigns and pointing out that an unhealthy national influence was being exerted on some columnists and commentators by "certain social and economic groups." He declined to identify these groups.

Mr. Redding explained that Sen. McGrath, in describing the overall media picture, had warned those at the outing that "In general, in this campaign, you will find the majority of the newspapers are Republican and the Republicans have more money with which to buy air time, so you must take it (news portrayal) with a grain of salt."

Sen. McGrath's statements, themselves, were being received like a grain of salt—in a wound—in some radio and news circles. Earlier blasts by President Truman, himself, insisting he was not receiving fair treatment were still fresh in their minds.

The legislator has not indicated his intentions of sponsoring remedial legislation or corrective action, according to Mr. Redding.

NBC TELEVISION'S "Howdy Doody Show" last week was expanded from three times a week to five times weekly, 5-5:30 p.m. Series previously was heard Tues., Thurs. and Sat. for an hour. Bob Smith conducts the puppet show.

MAIL MAP, showing coverage of KEX Portland, Ore., as indicated by mail response, is being prepared for publication by the station. Staffers Beverly Boydston (l) and Lorraine Russell are shown charting listener mail response from the day's mail bag. Since increasing power to 50 kw, KEX reports that it has received mail from every Oregon and Washington county west of Cascade mountains and many letters from California, Alaska and Canada.

MENTAL HEALTH SHOWS

Special Wire Recordings Being Made at London Meeting

A SERIES of exclusive programs from the International Congress on Mental Health, now meeting in London, is being wire recorded by George F. Ault, executive secretary of the Washington Society for Mental Hygiene, for broadcast in the Pacific Northwest.

Approximately 20 hours of unrehearsed discussion among delegates is slated to be recorded. Mr. Ault is reported also to be planning special interviews with psychiatrists and social workers from various countries.

The equipment, designed for the English 220-240 volts, was reportedly made available to Mr. Ault without charge by the Peirce Dictation Wire Recorder Co., Evanston, Ill.

5 Firms to Take 10-Min. Parts of NBC TV Show

FIVE FIRMS will each sponsor a 10-minute segment of the new 50-minute television show to begin Sept. 21 for Mary Margaret McBride on the NBC television network. The program, scheduled for 13 weeks, will be heard from 9 to 9:50 p.m. Tuesdays.

Sponsors are Sherwin Williams Co., Proctor Electric, Sylvania Electric Products, International Silver Co. (Holmes & Edwards Division) and the Sunshine Biscuit Co. Newell Emmett Co. is the agency for all accounts.

The program will be backed with an intensive publicity and advertising campaingn, the agency said last week.

KNBH Hollywood recently placed orders for television transmission lines from its Hollywood studios to the video transmitter site, atop Mt. Wilson.

DEMOCRATS

Radio-Publicity Department Moves to New York

MOVE of the Democratic National Committee's national publicity and radio department from Washington to New York got underway last week, with Radio Director Ken Fry leading the advance echelon into the new offices at Suite 449 of the Hotel Biltmore.

Don Pryor, assistant radio chief, will follow Mr. Fry to New York headquarters next week. The radio offices of the committee in Washington's Ring Building will be left in charge of Wally Gade, assistant radio director. Jack Redding, committee publicity chief, was also scheduled to move to New York quarters last week.

The advertising contract for the Democratic National Committee for the 1948 political campaigns was transferred a fortnight ago [BROADCASTING, Aug. 16] from Biow Co. to Warwick and Legler Inc. The agency, with offices in New York and Hollywood, will handle placing of radio and television programs through Sam Youngheart, agency executive vice president, who will be assisted by Lester Malitz, vice president in charge of media, and Donald Gibbs, in charge of creative activities. The agency handles many large accounts, including Farnsworth Television and Radio Corp., Pabst Sales Co., Equitable Life Assurance Society of the U. S. and Seagram's.

Committee publicity department officials said press speculation that Biow had been dropped because it would not offer campaign financing to the committee was "without basis." Authoritative sources were of the opinion that Biow's heavy schedule and other professional conditions would not allow sufficient attention to the campaign. Biow handled the 1944 campaign and had entered into a tentative agreement with the committee following preliminary discussions for this one.

A Washington office of the States Rights Democratic Campaign Committee was opened Aug. 13, following a news conference called by its national director, Merritt H. Gibson. In charge of the Washington office is W. Austin Seay of Winona, Miss., publisher of the *Winona Times*. Mr. Seay is a former president of the Mississippi Press Assn.

Barber Back Soon

RED BARBER, CBS sports director, is expected to resume his sportscasting chores early in September, the network said last week. Earlier reports had said that Mr. Barber, who is recovering from a stomach ailment, would be lost to the network for the remainder of the current baseball season.

San Franciscans Have More Spending Money Than Almost Anybody*

*Of the nation's 200 largest cities, San Francisco is *first* in per capita net effective buying income. *Source:* SALES MANAGEMENT'S Survey of Buying Power dated May 10, 1948.

AND ONE COLUMBIA STATION SERVES THEM ALL

KQW

San Francisco Studios
Palace Hotel

Represented Nationally by Edward Petry & Co. Inc.

Pacific Agricultural Foundation, Ltd.
San Jose, California

SELL
No. 1 Market
IN THE
South's
No. 1 State
• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
All WITHIN OUR
PRIMARY + AREA
210,200 PERSONS
$179,469,000
IN RETAIL SALES
$283,685,000
IN BUYING INCOME
We Lead Day and Night
in this Rich Tri-City Market
WRITE FOR OUR BMB DATA FOLDER
WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS
NBC
AFFILIATE
Represented by
HEADLEY-REED COMPANY

Telestatus

(*Continued from page 18*)

follow, the Hofstra report comments, "for both are essentially visual media and both (unlike radio) require relatively undivided attention. Thus, in a sense, these two might be thought of as being in more direct competition than even television and radio."

In concluding that "compared to radio listening and many other entertainments reading is holding its own relatively well in our television families," the report warns that "figures on reading [See Table IV] may be somewhat less trustworthy than our other data." Two reasons are cited: "The respondent's memory is probably less exact when he tries to tell you how many hours of reading he did last week than it is for how many movies he went to or even how much he listened to the radio; there is also, for reasons of social prestige, more temptation to falsify."

Regarding the extent of television viewing, the report on the Hofstra study has this to say, in part:

"In relation to the still limited number of hours of television broadcasting available during the week, television families use this medium extensively. The figures on both hours of viewing and size of audience are high . . . Our families used their sets an average of 24 hours during the week [See Table V]. Set usuage increases as we move up the socio-economic scale, and new owners tended to spend somewhat more time watching TV than did old owners. Only four families (i.e., less than 3% of the whole group) spent less than ten hours viewing television.

TV Viewing Average

"During the hours that the TV sets are in use, relatively large numbers of people are watching them. In an average evening 488 people watched television and 262 listened to the radio. This is an average of 3.56 viewers per set (some of whom may be visitors rather than family members) as compared with 1.9 radio listeners per family."

With reference to the public's attitude toward television, the Hofstra study concludes that "by and large television owners are enthusiastic about the medium and happy to talk about it" and that "old owners are just as enthusiastic about television as are new owners."

Chief among the criticisms of video were lack of variety in its programs, the shortage of programs for women, and the poor movies shown.

Does the predominantly favorable attitude towards television carry over also to the advertising which appears on the medium? The indications are that it does, the Hofstra report concludes.

The Hofstra interviewers put the specific question, "Which do you like better—the advertisements on television or the advertisements on the radio?" The preference for TV commercials was heavy in every instance—91% in favor of TV commercials in the total television-owning group, 89% in the upper class, 92% in the upper-middle class and 94% in the middle class.

Code-Cracker Slips

DECODING typewriter sounds, marching feet, and strange sound effects evidently didn't figure in the training given Mrs. Marilyn Appel's husband during the war . . . at least not enough to help Mrs. Appel with the $18,000 prize on *Hit the Jackpot*, CBS quiz series. Mrs. Appel, of Mattapan, Mass., was figured a cinch winner on the Aug. 3 program, as she was a holdover from the previous week's broadcast, and has a husband who was a code-cracking expert during the war. But a week of boning up and applying the clues . . . typewriter and other sounds, marching feet, etc. . . . to solve the "secret sentence," resulted in a wrong answer by Mrs. Appel.

KFDA POWER BOOSTED TO 5 KW D, 1 KW N

KFDA Amarillo, Tex. on Aug. 13 commenced operations on its new power of 5 kw day and 1,000 watts night, on a frequency of 1230 kc.

The transmitter for KFDA, operated by Amarillo Broadcasting Corp. and owned by Gilmore N. and J. Lindsay Nunn, is an RCA 5 kw type, 5 DX unit, located near Bellaire Park on the Colorado and Dallas Highway in Amarillo. Construction of the new facilities was completed June 24.

A 3 kw transmitter for KFDA-FM is now being installed and the antenna for the FM operation has been mounted atop the station's 367 ft. tower.

WKY and KHQ Exchange Latest Local Farm News

TO KEEP farmers up to date on what is going on in other parts of the country Edd Lemons, farm director of WKY Oklahoma City, and Glenn Lorang, farm editor at KHQ Spokane, Wash., are exchanging programs featuring news and views of farmers in their respective listening areas.

Program is also designed to let the farmers who have migrated from one state to the other know what is going on in their home state. Mr. Lemons, in Oklahoma, broadcasts transcriptions of what Washington farmers think about their home state and Mr. Lorang is carrying news of farming in Oklahoma.

On All Accounts

(*Continued from page 10*)

been acquired by the network.

Since that time, the transplanted Hoosier has been credited personally with the sale of millions of dollars worth of radio time. The longevity of his accounts in both national and local spots, and in two other divisions now under his supervision, radio recording sales and television spot sales, has long been recognized at NBC.

His sales theories have netted him long-standing contracts with the Chicago and North Western Railway, Wieboldt Department Stores, the Chicago Motor Club and the Simoniz Co., each of which has used WMAQ continuously for at least 12 years.

Many other advertisers have bought time for five and ten-year periods. Prominent in the national spot field advertisers "sold" by the network's Central Division commercial department are the Kroger Co., the Studebaker Corp. and Quaker Oats.

When he isn't selling time and commuting to Merchandise Mart offices from his North Shore home in suburban Wilmette, Ollie attends meetings of the Indiana Society of Chicago, the Chicago Radio Management Club and the Merchants' and Manufacturers' Club. A tough opponent at bridge and poker, he doubles in outdoor endeavors such as fishing and horseback riding. The rest of the time he uses to pen letters to his son, Donn, former ensign in Naval Aviation, who is attending the U. of Utah.

Group Named to Set Up FM-AM Indiana Network

PLANS for formation of a new Indiana network of FM and AM stations were made at a meeting held at French Lick, Ind., while the NAB District 7 and 8 sessions were in progress. The network plans to use FM stations as relay points to cut down line charges, according to Graeme Zimmer, WCSI (FM) Columbus, Ind., manager.

A committee including Mr. Zimmer and two other station managers, John Engelbrecht of WIKY Evansville and George Losey of WXLW Indianapolis, was appointed to carry forward the plans for organizing the network and to meet with interested stations.

Formation of the network will be completed at a meeting next month, Mr. Zimmer said.

ABC's Net Income

NET INCOME of ABC for the first six months of 1948 was $850,000 after provision for federal income taxes of $520,000. BROADCASTING incorrectly reported the company's net income as $520,000 in its issue of Aug. 16.

U. S. Population Now 146½ Million

Largest Increase in History Expected in 1950 Census

THE POPULATION of the continental United States has increased 15 million during the past eight years and reached a record 146½ million as of July 1, 1948, according to a provisional estimate released Aug. 13 by J. C. Capt, the Commerce Department's Census Bureau director.

Included in the new figure are about 145.3 million civilians in this country, plus all persons in the armed forces, both here and abroad. The increase between April 1, 1940, the date of the last census, and July 1, 1948, was almost 15 million, or more than 11% of the 131,669,275 persons enumerated in 1940. Population growth during the eight and a quarter years following the 1940 census already greatly exceeds the increase of less than 9 million persons during the 10 years preceding that census, Mr. Capt explained.

It is now virtually certain, Mr. Capt said, that even if population increase in the next few years is only moderate the census to be taken in April 1950, will reveal the largest absolute intercensal population increase in our history. It will exceed the previous record increase of about 17 million during the twenties.

The greatest growth since 1940 took place between July 1, 1946, and June 30, 1947, when approximately 2.8 million were added to the population.

Primary factor in the rapid rate of growth in recent years was attributed to the tremendous postwar rise in the birth rate, due very largely to armed forces demobilization. The rise is also associated with a continuing high employment level, high marriage rate and an optimistic outlook resulting from the war's termination and the reunion of families. Also favorable to a very rapid increase in recent years, but of less importance than the birth rate, were low death rates and a slight increase in net immigration.

Year by year populations and percentage of increase in the population of the continental United States (included armed forces overseas) since the 1940 census are as follows:

Date	Population*	% Increase Since Apr. 1, 1940
By years		
July 1, 1948	146,571,000	11.32
July 1, 1947	144,034,000	9.39
July 1, 1946	141,235,000	7.26
July 1, 1945	139,586,000	6.01
July 1, 1944	138,083,000	4.87
July 1, 1943	136,497,000	3.67
July 1, 1942	134,665,000	2.28
July 1, 1941	133,203,000	1.16
July 1, 1940	131,970,000	0.23
April 1, 1940 (census)	131,669,275	

*Absolute figures have been rounded to nearest thousand. Figures for component groups have not been adjusted to totals, which have been independently rounded. Derived figures are based on the unrounded absolute numbers.

Milestones

INDUSTRY and civic leaders are scheduled to participate in first anniversary party of WCSI (FM) Columbus, Ind., planned for Sept. 1. Through this month promotion build-up is being used, consisting of transcribed greetings from name bandleaders and movie stars. On afternoon of Sept. 1 special show from Crump Theatre is to be aired featuring talent of radio, screen and stage. Banquet that evening is to include as guest speakers: Indiana Lieut. Gov. Rue J. Alexander; Indianapolis Mayor Al Feeney; J. N. (Bill) Bailey, FM Assn. executive director; Rep. Earl Wilson (R-Ind.); Waite Hoyt, Cincinnati Reds sportscaster; Fred A. Palmer, radio consultant; R. M. Fairbanks, president, *Indianapolis News*.

First week of August was 18th birthday of WCLO Janesville, Wis., which presented number of special programs including series of four evening shows, *Eighteenth Anniversary Review*. Local officials and dignitaries were presented . . . Aug. 12 was first anniversary of *Buzz & Bill Show* on KDKA Pittsburgh, Monday-Friday morning series featuring Buzz Aston and Bill Hinds. Live music and songs are played along with recordings. Celebration included special studio audience of listeners . . . Russel Naughton, chief announcer of WDRC Hartford, Conn., marks his sixth birthday with station this month and Eleanor Nickerson, head of WDRC bookkeeping department, observes her 12th birthday with outlet. Miss Nickerson also is private secretary to WDRC President Franklin M. Doolittle.

In late July WLNH Laconia, N. H., marked its 26th broadcasting year by opening additional studios in Franklin, N. H . . . July 30 was first anniversary of WFMZ (FM) Allentown, Pa., all veteran-owned outlet. On-the-air tour of facilities was presented and listeners were invited to join WFMZ staff at studio birthday party that evening. Half-hour portion of party was broadcast . . . July also marked eighth birthday of WJHP Jacksonville, Fla., Mutual affiliate.

KDSH Boise, Ida., delayed its first birthday two months until July 21 so that open house birthday party could be held at transmitter house where new 5,000 w transmitter had been installed. CBS outlet, KDSH is assigned 950 kc . . . July 29 was first birthday of WMBL Morehead City, N. C., at which time seven hour block of special anniversary broadcasts was aired. House publication, *WMBL Link*, published for station listeners, reviewed achievements of year and listed sponsors who had supported station.

COLLEGE ENTERS RADIO

KSFT and KOKO Management Assumed by U. of Denver

AN ARRANGEMENT whereby the Radio Office of the U. of Denver assumes management of two Colorado commercial stations was announced jointly last week by Chancellor James F. Price and the boards of directors of the two stations, KSFT Trinidad and KOKO LaJunta.

One fulltime member of the school's radio staff will actively manage KSFT and supervise operations at KOKO. The plan also calls for the use of the two stations in an "in-service" training program for advanced senior students in the radio management department of the university.

Burton Harrison, formerly with KTSW Emporia, Kan., and now instructor in radio at the university, has been assigned to manage the stations and direct the in-service training.

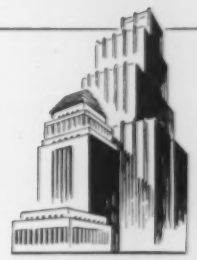
Consultant service of various departments of the university in fields such as audience research, public relations planning, sales techniques and program planning, will be available to the two stations.

HARTENBOWER HEADS GROUP IN MISSOURI

MISSOURI broadcasters, meeting in conjunction with the NAB regional sessions held in Kansas City, Aug. 16-17, formally organized the Missouri Broadcasters Assn., and elected E. K. (Joe) Hartenbower, KCMO Kansas City, president.

The new group agreed to develop programs of general public interest by which broadcasting stations can more effectively promote knowledge and interest in the agricultural, industrial, recreational and educational resources of the state and aid in civic matters generally. Specially discussed projects were the promotion of the annual state fair, cooperation with the U. of Missouri and the state teachers' colleges, and the State Conservation Commission.

Other officers of the association are Wayne Cribb, KHMO Hannibal, vice president; Guy Runnion, KXLW Clayton, secretary-treasurer. Representatives are M. R. Aldridge, KFRU Columbia (Northwestern Area); R. S. Neathery, KWPM West Plains (Southeastern Area); L. C. McKenney, KDMO Carthage, (Southwestern Area), and S. A. Burk, KIRK Kirksville (Northwest Area). Representatives from 31 stations were present at the meeting.



You'll never sell St. Louis with WFLA

but...

when you want to sell the prosperous Tampa-St. Petersburg market, remember WFLA delivers MORE listeners — 26% more than its nearest competitor weekday mornings . . . 17% more, afternoons . . . and 48% more, evenings.* And now WFLA-FM makes available ALL local and NBC programs, sponsored and sustaining, to an estimated 100,000 additional prospects in south and central Florida.

*Based on March-April, 1948 Hooper index.

WFLA NBC AFFILIATE
WFLA-FM
The Tampa Tribune Stations
National Representative JOHN BLAIR & CO.
Southeastern Representative HARRY E. CUMMINGS Jacksonville, Fla.
TAMPA

IN BAL

WBAL and

OFFERS

The Greatest Shows
in Radio
are on WBAL

WBAL 50,000 Watts • NBC Affiliate
2610 N. Charles St., Baltimore 18, Md.
Represented by Edward Petry & Co., Inc.

LTIMORE

only WBAL

S BOTH!

The Greatest Shows
in Television
are on WBAL-TV

WBAL-TV • Channel 11 • NBC Affiliate
32,600 Watts (Effective Radiated Power)
2610 N. Charles St., Baltimore 18, Md.

Editorial

Not So Wylie

NO writers could be less successfully accused of pandering to public tastes than the Wylie brothers, Philip and Max. In his celebrated *Generation of Vipers*, a work which found traces of madness in all of us, Philip came out flatly against motherhood, at least that form of it practiced in America today.

Now Max, a radio writer and producer, is reported to have told a writers' conference at the U. of Colorado [BROADCASTING, Aug. 16] that television is an art which sickens him. It will be a "bore, will destroy living room conversation and will multiply the divorce rate," said Max.

While we do not suggest that television is an institution to be cherished with maternity, we must compliment Max for courage almost equalling his brother's. It takes guts to condemn an art which several million people, some of whom presumably are bright, have enthusiastically approved.

There is no evidence that the popularity of motherhood diminished measurably as a result of Philip's book, and we doubt that television will become *de classe* on Max's word. It's a frightening world the Wylies forecast. Millions of motherless families, split by divorce, mutely squatting in their living rooms, transfixed by the hypnosis of video. Frightening and a little impossible.

Thin Voice vs Giant Type

THERE's a trend evident at the NAB district meetings which departs from the pattern of the past several years. Broadcasters are thinking about competition to a greater extent than before. They haven't forsaken radio's freedom fight, or copyright, music, legislation and the imponderables of TV and FM. But they're thinking more of what the printed media are doing to wrest from radio more of the advertising dollar.

It's a healthy sign. It springs from the campaign for the All Radio Presentation—a project that entails a mere $200,000—to tell the story of radio's sales impact. It would be the first over-all radio exploitation since the Retail Promotion Plan got under way a decade ago.

While all media were riding high during the lush war days, the newspapers and magazines were planning. They knew that war spending and paper-rationing saved them from distress. To be sure, radio was rolling. Then there was more than enough to go around. Now, the organized black-and-white media are in full stride. They were set to go. Radio had sat on its hands. The results are becoming evident, for both magazines and newspapers are recouping, reversing the prewar trend.

Eugene Carr, of the Brush-Moore stations in Ohio, handed the Midwestern broadcasters a jolt at French Lick a fortnight ago. Hugh M. P. Higgins, of the NAB executive staff, making the district meeting circuit, is telling the same horrendous story. The printed media are selling circles around radio. Radio, with an open-shut story, isn't organized in depth to fight back.

The all-radio film plan is a start. But it is a $200,000 one-shot project, as against the continuing projects of the printed media which entail at least $1,000,000 each for newspapers and magazines.

The competition is using its heavy artillery. It points to the doubled roster of stations and sells "dilution" of the radio audience. It argues that it costs more per impression to use radio.

Radio has the story. It needs presentation. It can't be done in one shot.

Murray Carpenter, general manager of WPOR Portland, Me. and former head time buyer for Compton, at the district meeting in Rochester, proposed that radio undertake a continuing exploitation campaign. He knows the story both as a radio buyer and seller. He has something.

Radio sells consistency. It implores its prospects to use schedules, not grandiose one-timers, to get results.

Radio should practice what it preaches. It is using a pea shooter with just one pea. Conditions dictate big berthas, with plenty of ammunition in reserve.

You Can't Win

THESE are arduous times in which, seeking encouragement, we can always take comfort in the fact that at least we don't own a radio station.

Consider FCC's Port Huron decision, if you will—and as you must. That alone is grounds for thinking that the worst thing that can happen to an applicant is to get a grant. It is enough to make an established broadcaster wish ruefully that the Commission had been less considerate of him in the first instance.

The Port Huron decision's unseemly essay on the complete uncensorability of political libel leaves the broadcaster three choices, which in itself reflects a rare bit of generosity on the part of the Commission: (1) He can accept FCC's theory that the political broadcast is The Great Untouchable, and risk libel suits for violation of state defamation laws; (2) he can obey state laws which forbid him to broadcast defamation, and risk his license; or (3) he can exercise the perogative which permits him to forego political broadcasts altogether, in which case he will neither give "public service" to the degree FCC would like to require, nor receive the financial benefits that go with it.

The Harness Committee's intercession helped to clear the air [BROADCASTING, Aug 9]. The upshot, as nearly as we can make it out, is that the Port Huron opinion is still on the books, but that FCC is going to behave as if it were not. But that is no lasting solution. As Rep. Harness (R-Ind.) seems to realize, explicit federal legislation is necessary to save broadcasters from what Attorney Ted Pierson aptly called their present "dilemma of self-destruction."

Possibly the first relief will come from the courts. KPRC Houston's suit is in shape for an appeal, and at least one other case is pending. But no matter where it comes from, relief is needed.

Broadcasters already have enough troubles, including many foisted upon them by FCC under the guise of "the responsibilities of the broadcast licensee." It is too much, on top of that, to have to face an impossible situation where no choice can be the right one and where neither the public nor the private interest can benefit. It is a tribute to the patience and perseverance of broadcasters that their suicide rate remains so low.

Our Respects To—

SPENCE WOOD CALDWELL

TO HAVE SPENT one's entire business life in the radio industry is no longer a novelty, but among top broadcasting executives it is not yet the commonplace. Spence Caldwell left school at 19 years of age after graduating from a Winnipeg high school and taking a special radio technical course.

Now, at 39 he has seen every facet of the radio industry, from selling receiver component parts to complete transmitters, from selling time on CKWX Vancouver, to managing CJBC Toronto, key station of the Dominion Network. At present he is, and has been for several years, manager of the program division of All-Canada Radio Facilities Ltd., at Toronto, and probably handles and sells more American transcribed programs than any other Canadian.

Mr. Caldwell is well fitted for his present job, for he knows the broadcasting industry, technically as well as from a business standpoint; he knows Canada, for he has traveled it from coast to coast many times, and has lived in many sections, even the far north.

As manager of the All-Canada program division he keeps a staff of eight salesmen on the road with portable recording equipment selling to all Canadian and Newfoundland stations, not only American transcribed shows but also British and Australian recorded programs.

All-Canada is the exclusive Canadian representative for transcribed shows of NBC and Ziv Co., as well as many other independent producers. Television programs are now being added to the library in anticipation of the advent of TV in Canada at an early date.

Mr. Caldwell deals with practically every Canadian station, with Canadian Broadcasting Corp., and with all advertising agencies, selling syndicated open-end package shows. He is also well-known in the U.S.A.

To get back to the beginning of the Caldwell saga, he came into the world on Feb. 11, 1909, at Winnipeg, the fourth generation Canadian of Irish and English forebears. He started his radio career after taking a technical radio course at Kelvin Technical School, Winnipeg, with Hudson's Bay Co., traveling in northern Manitoba, installing and servicing receivers. He saw the possibilities and applied for and received the western Canadian representation

(*Continued on page 51*)

Three Beauties of the Deep South

1. "BEAUVOIR", historic residence of the Confederacy's only president, Jefferson Davis. A beautifully preserved ante-bellum home on the Mississippi Gulf Coast.

2. BILOXI FISHERIES on the Gulf of Mexico — largest shippers of shrimp and oysters in the world. Seafood is another industry that puts WWL-land ahead of national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH

50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS · CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.

Management

VIRGIL M. SIMMONS, Bluffton, Ind., succeeds **FRANK E. KINNEY** as member of board of directors of Northeastern Indiana Broadcasting Co., which operates WKJG and WKJG-FM Fort Wayne.

RICHARD W. DAVIS, general manager of WELI New Haven, Conn., in behalf of **COL. HARRY C. WILDER**, owner of station, has presented RCA television receiver to Herman Hickman, head football coach at Yale U., to be installed in recreation lounge of Yale Athletic Assn. for use of football squad and other Yale athletic teams.

SYDNEY H. EIGES, vice president in charge of press for NBC, will serve as chairman of radio division in 1948 drive for Travelers Aid Society of New York.

A. J. HOPPS, assistant manager of CFRN Edmonton, has been elected chairman of advertising and sales bureau of Edmonton Chamber of Commerce for 1948-49.

DUNCAN K. MacTAVISH and **DR. G. M. GELDERT** have been re-elected president and vice-president, respectively, of CKCO Ltd., Ottawa.

FRED HENRY, KLAC Hollywood assistant general manager and director of programs, and **JAMES McNAMARA**, station news editor, are visiting New York and other key Eastern cities studying television techniques.

SAM G. ROSS, special events and news director of CKWX Vancouver, has been promoted to assistant manager, succeeding **STUART MacKAY**, who was recently appointed manager of CKRM Regina.

JOHN A. BACON, former executive of Buffalo Broadcasting Corp., sales manager of WGR Buffalo, and general manager of WKBW Buffalo, has been appointed Eastern advertising manager of "Outdoor Life," New York.

"VIC" DIEHM SAYS:

We Dominate Our Coverage Area

Here are the results of a survey recently conducted by Robt. S. Conlan and Associates in our coverage area.

WAZL	67.5%
Station A	2.6
Station B	2.3
Station C	7.0
Station D	9.2
Station E	1.9
Station F	2.4
Others	7.1

For further information write to
Vic Diehm c/o WAZL
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

WAZL

Established 1932 - Hazleton, Pa.

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

AFFILIATED WITH NBC - MBS

RMA's Committee Members Named

MEMBERS of the RMA Traffic Committee and Industry Statistics Committee for 1948-49 have been announced by Max F. Balcom, RMA president. Both committees have been enlarged to handle the mounting work load.

Richard C. Colton, RCA Victor Div. of RCA, has been reappointed chairman of the Traffic Committee and W. L. Fogelson, P. R. Mallory & Co., was renamed vice chairman. One of the many traffic problems facing the committee is that of the rate reductions in process.

Continuing as chairman of the Industry Statistics Committee is Frank W. Mansfield, Sylvania Electric Products Inc. The committee has charge of developing RMA production and sales data for all RMA divisions.

Membership of the Traffic Committee follows:

Mr. Colton, RCA Victor Division of RCA, chairman
Mr. Fogelson, P. R. Mallory & Co. Inc., vice chairman
P. E. Anderson, Zenith Radio Corp.
J. D. Barrett, J. P. Seeburg Corp.
Frederick J. Brennen, Sylvania Electric Products Inc.
E. J. Burkhardt, The Sparks-Withington Co.
Charles W. Butler, Noblitt-Sparks Industries Inc.
R. H. Curtice, Stromberg-Carlson Co.
H. E. Giese, Federal Telephone & Radio Corp.
J. A. Green, Corning Glass Works
R. M. Hoey, Farnsworth Television & Radio Corp.
Kenneth Kistler, Allen B. DuMont Labs. Inc.
E. F. Kinzie, General Electric Co.
F. A. Labelle, The Hallicrafters Co.
J. M. Lorek, Philco Corp.
W. McGirr, Western Electric Co. Inc.
F. C. Partlan, Crosley Division, Avco Mfg. Corp.
George A. Peters, Bendix Radio, Div. Bendix Aviation Corp.
J. H. Sims, National Union Radio Corp.
W. W. Stephens, Westinghouse
R. R. Weist, Magnavox Co.

The complete membership of the Industry Statistics Committee is as follows:

Mr. Mansfield, Sylvania Electric Products Inc., chairman
John Q. Adams, Hytron Radio & Electronics Corp.
E. C. Anderson, RCA
J. A. Berman, Shure Bros. Inc.
G. W. Henyan, General Electric
H. J. Hoffman, Machlett Laboratories Inc.
Donald Hooper, Westinghouse
J. J. Kahn, Standard Transformer Corp.
George McCleary, RCA Victor Division of RCA
R. C. Sprague, Sprague Electric Co.
Arthur Whitehair, Philco Corp.
Fred D. Wilson, Operadio Mfg. Co.

Bert Prager

BERT PRAGER, 36, vice president of James L. Saphier talent agency and producer of NBC *Meet Corliss Archer*, died Aug. 16 at Temple Hospital, Los Angeles, following a heart attack a week before. Funeral services were held Aug. 17 in the chapel at Hollywood cemetery. Mr. Prager is survived by his wife, June, a daughter Ann, and two sons, Rolf and Allen.

PLACING STRONGER emphasis on local news beats, WMAQ Chicago and News Manager Bill Ray have asked 300 NBC Chicago employes to give newsroom tips on any stories they happen to see, supplementing regular duties of 10 reporters, writers and commentators.

Commercial

GEORGE P. COOPER Jr., account executive at WSAV Savannah, Ga., has been appointed local advertising manager. **PERRY SILVEY**, former publisher of "Savannah Illustrated World," has replaced him as account executive.

LEO D. SMITH, formerly with Merchants and Mechanics Bank in Flint, Mich., as advertising and public relations director for three years, has joined WTCB Flint, as sales manager. He previously was sales superintendent for Curtis Publishing Co., and head of Gray-Lee Adv.

Mr. Smith

DAVID MENDELSOHN, formerly with WFDF Flint, has joined sales staff of WTCB.

WILLIAM G. RAMBEAU Co. has been appointed national representative for WJOY Burlington, Vt.

MARILYN BOCK has joined auditing department of KGO San Francisco.

KNX Los Angeles has issued Rate Card No. 10 which became effective Aug. 22. Base rates are unchanged but station break and one-minute announcement breaks have been increased. Station also has eliminated "dollar volume discount."

CLARK-WANDLESS Co., New York, has been appointed exclusive U. S. representative for Cadena Oriental de Radio, Cuban radio network.

EDWARD J. SCULLY, member of sales staff at Boston offices of WLAW Lawrence, has resigned to enter private business.

LOU STEARNS, in ABC Spot Sales since 1942, has joined sales staff of WCBS New York.

DOROTHY KIRBY, outstanding amateur golfer, has joined sales staff of WSB and WSB-TV Atlanta, Ga. Her appointment is in line with expansion program underway at stations. Among other golf honors, Miss Kirby has won the Georgia State Women's Championship every year since she was 12 years old.

Miss Kirby

WOW Inc. Omaha, has announced rate revisions effective Sept. 1 and elimination of its retail rate card. Principal increases are in Class A, half hours, quarter hours and spots, including news sponsorship spots at all hours. Retail rate advertisers will be given blanket 30% discount off new General Rate Card No. 6 and 15% discount on news sponsorship announcements.

HOWARD ENGLE, account executive of KOME Tulsa, Okla., has been named general chairman of Tulsa Community Chest drive for 1948-49.

LORENZEN & THOMPSON has been appointed national representative for WBMS Boston.

DICK WEGENER, business manager of KCOK Tulare, Calif., has been named general chairman of city welcoming committee for Bob Mathias, 17-year-old Tulare High School athlete who won Olympic Decathalon championship.

JOE GIBNEY, salesman and announcer of KLIX Twin Falls, Idaho, and Priscilla Shinn have announced their marriage.

PAUL WHITE RETURNS TO NEWSPAPER FIELD

PAUL W. WHITE, former CBS director of news broadcasts, has joined the *San Diego Daily Journal* as associate editor.

In announcing the appointment, John A. Kennedy, editor and publisher of the *Journal* and owner of WCHS Charleston, S. C., said that Mr. White's duties would include supervision of the editorial page.

Mr. White

Although best known nationally for his work with CBS, which in 1946 won him a Peabody Award for the excellence of that network's news service, Mr. White has had varied news executive experience.

His "cub" days were spent on his hometown newspaper, the *Pittsburg* (Kan.) *Headlight*, and the *Salina* (Kan.) *Journal*. Later he became telegraph editor of the *Kansas City Journal*.

After graduating from Columbia in 1924, Mr. White joined United Press in New York. His "byline" was a familiar one on big stories of that period. In 1929 he served as editor of United Feature Syndicate, returned to write features for the United Press night service and went to CBS in December 1930. Resigning from the network, he went to San Diego to write a book, *News on the Air*, published last year. In 1947, too, he was engaged by the Associated Press as a special research consultant on its radio service.

Special ABC Broadcast Planned by Fisher Body

A SPECIAL 15-minute broadcast sponsored by the Fisher Body Division of General Motors, on 37 coast-to-coast ABC stations, Tuesday, Aug. 24, will be aired to announce winners of the 1948 Fisher Body Craftsman's Guild competition.

Winners will be awarded university scholarships valued at $20,000, ranging from individual awards of $4,000 for first place in the junior and senior divisions of the model car competition to $1,000 for fourth place in each division. Ford Frick, president of the National Baseball League, will announce the winners of the individual awards during the broadcast.

To date this division of General Motors has awarded more than $570,000 in cash, scholarships, and education trips in the 18-year history of the educational foundation. Kudner Agency, New York, handles the account.

Respects

(Continued from page 48)

of Rogers-Majestic Co.'s line of receivers and tubes.

While in Vancouver he took a wireless operator's course, and prepared for a more technical knowledge of the industry.

When Taylor-Pearson & Carson, automotive parts distributor, took on radio sets, he joined that firm. Somehow he was not satisfied, and distant fields looked green. So young Spence resigned and left the Canadian West for the East and England.

Radio interested him in England, but he did not want to live there. So he returned to Canada as a representative of a number of British parts manufacturing companies, started his own importing business. A year later the Canadian Marconi Co. approached him to sell for them, and he took on that job. For seven years he roamed across Canada as Canadian Marconi's sales engineer, specializing in broadcasting station equipment. In that time he called on most of the Canadian stations in operation.

Then his old bosses at Taylor-Pearson & Carson came after him, and offered him a good post at CKWX Vancouver, which the T-P-C company was operating on a management basis. He became commercial and business manager, and to help him along in his work he took a business management course at the U. of British Columbia. After three years at CKWX, the Canadian Broadcasting Corp. came to him and offered him managership of CJBC Toronto, which was being prepared as the key station to the second transcontinental Canadian network system, the Dominion Network. For two years Mr. Caldwell worked at CJBC to up the station's programming and audience, and set in motion the Dominion Network. T-P-C was after him again in 1945, this time to offer him managership of the program division of its subsidiary, All-Canada Radio Facilities, a station representative and recorded program distribution firm.

A pleasant talker, Spence Caldwell spends most of his time on his work, and he has ambitions to operate his own FM station in Toronto. He is a director of the Canadian Cancer Society and chairman of its publicity committee, radio advisor of the Canadian Welfare Council, a member of the radio committee of the Canadian Red Cross Society. He is a past president of the Radio Executives Club of Toronto, 1947-48, and is a mainspring in the annual Ontario Radio Golf Tournament. After all these chores he finds odd moments to play golf, go fishing, and to look after the extensive gardens of the suburban Toronto home which he shares with his wife, Nancy, the former actress and ballet dancer, Nancy Graham, whom he married in 1936.

'VIDEO LANE'

Huge New TV Studio at WBAP Can Handle Herd of Cows

WBAP-TV Fort Worth will have a studio that you can drive a herd of cattle through. It is an idea suggested by Harold Hough, station director, and his name for it is "video lane."

Being built into WBAP's new home, now under construction, are huge double box-car refrigerator type doors in both sides of the main television studio. Doors are large enough for automobiles, trucks, cowboys or beeves on the hoof (WBAP's symbol is a cowbell!) to pass through.

Dimensions of the studio, one of three in the new radio and television center, are 45 by 82 by 28 feet. Cost of the doors was $6,000.

WTTG (TV) Washington To Construct New Tower

ERECTION of a new tower for WTTG, Washington outlet of the DuMont Television Network, was announced yesterday (Aug. 22) by Walter Compton, general manager of the station. The new tower will be located in Arlington County, Va., and will stand 815 ft. above sea level. This will be the highest tower in the Washington area, according to the announcement.

Construction is scheduled to start within six weeks. The estimated cost of the new transmitter site and facilities, Mr. Compton announced, is over $100,000. WTTG operates on Channel 5 (76-82 mc).

SALT LAKE CITY Boys' and Girls' Clubs have received certificate of good citizenship through sports, and check for $100 from Red Barber, CBS director of sports. Ivor Sharp, vice president and general manager of KSL Salt Lake City, made the presentations.

TV as Aid to Art

SERIES of weekly television programs being initiated by KSTP-TV Minneapolis - St. Paul in cooperation with the Minneapolis Institute of Art has prompted the Minneapolis *Morning Tribune* to comment (Aug. 11 issue) that video is "destined to stimulate interest in art in much the same way that radio stimulated an appreciation of good music." Describing the move as a "bold and imaginative venture," the *Tribune* adds that "television will have its trashy programs just as radio has them, but it will also dedicate itself, even as radio has done, to frequent cultural excursions."

WHAT GOES ON DOWN THERE?
THAT'S BUFFALO'S
WGR
WITH ITS NEW 5000 WATT* NIGHTTIME SIGNAL
*550 kc, too—radio's most favorable wave length

IT'S THE
Audience
THAT MAKES A
STATION GREAT

KMLB

MONROE, LOUISIANA
HAS MORE
LISTENERS
IN NORTHEASTERN LOUISIANA
THAN ALL OTHER STATIONS
COMBINED!

AFFILIATED WITH
AMERICAN BROADCASTING CO.
REPRESENTED BY
TAYLOR-HOWE-SNOWDEN
Radio Sales, INC.

New Business

(*Continued from page 14*)

tentatively planning regional campaign using radio this fall. No further plans set.

VACUUM FOODS Corp., New York (Minute Maid quick-frozen concentrated orange juice and other citrus products), which appointed Doherty, Clifford & Shenfield Inc., New York, is anticipating use of radio in large number of cities. Specific plans not set.

UNITED ARTISTS appoints Mal Boyd & Assoc., Hollywood, to handle four-week radio and TV exploitation campaign for film "Pitfall." Radio campaign to be national, but video restricted to Los Angeles as test to determine pattern for other cities.

PEOPLES SAVINGS BANK, Providence, R. I. signs for 15-minute weekly news commentary on WHIM Providence. First use of program by firm which previously used spots only. Agency: Horton-Noyes Co., Providence.

Network Accounts • • •

LONGINES-WITTNAUER WATCH Co., through its agency, Victor Bennett, New York, will sponsor *Festival of Song* on CBS. New series, to be heard Sun. 2-2:30 p.m., starts Sept. 26.

DOUBLEDAY & Co., New York, Sept. 12 starts 52 week sponsorship of John B. Kennedy news commentary on 12 stations of Don Lee Network Sun., 11:15-11:30 a.m. (PDST). Agency: Hoge, Huber & Sons, New York.

PHILIP MORRIS, through Cecil & Presbrey, New York, buys *Kate Smith Sings* show, five times weekly, 12 noon to 12:15 p.m. on MBS, to replace *Heart's Desire*, also heard on MBS [CLOSED CIRCUIT, Aug. 16]. Sponsorship probably take effect early in October, although exact date not yet set.

DAVIS MOTOR CAR Co., Los Angeles, starts Clete Roberts newscast Sept. 4 for 52 weeks on all Mutual-Don Lee and Intermountain Group stations Sat., 7:30-7:45 a.m. (PDST). Agency: Tellamerica Inc., Hollywood.

NEWBRO Mfg. Co., Atlanta, Ga., ("Queen" hair dressing, "Tuxedo Club" pomade), signs with Tobacco Network for 52-week sponsorship of *Sister Gray* program, Sunday evenings.

CAMPANA SALES Co., Batavia Ill., Oct. 7 renews for 13 weeks *First Nighter* on CBS, Thurs., 10:30-11 p.m. (CDT). Agency: Wallace, Ferry & Hanly, Chicago.

COLGATE PALMOLIVE PEET, through its agency Ted Bates Inc., New York, Aug. 28 moves its *Dennis Day Show* from Wed. 8-8:30 p.m. on NBC to Sat. 10-10:30 p.m. on same network. Latter time was used by sponsor last season for *Kay Kyser Show*, which it has dropped. Further Colgate plans include possible sponsorship of *Our Miss Brooks* on CBS, Mondays.

GENERAL ELECTRIC Co. Sept. 4 renews for 52 weeks *What's My Name* over 167 ABC stations, Sat. 9:30-10 p.m., on behalf of its lamp division. BBDO, New York, is agency.

ALLIS-CHALMERS Mfg. Co., Milwaukee (industrial agricultural machinery), Sept. 11 renews Chicago's *National Farm and Home Hour*, Sat., 12 noon (CDT) for 52 weeks on full NBC network. Agency: Bert S. Gittins, Milwaukee.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh Cigarettes), Sept. 7 renews *People Are Funny* for 52 weeks on full NBC network. Show, on its return, moves into former Red Skelton spot, Tues., 9:30 p.m. (CDT). Agency: Russel M. Seeds Co., Chicago.

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser, meat and dairy products), renews for third year 52-week contract for *Nick Carter, Master Detective*, Sun. 5:30 to 6 p.m. (CDT) on full Mutual network of 514 stations through Grant Adv., Chicago.

GENERAL MILLS, Minneapolis, began sponsorship Aug. 16 of 8 to 8:15 a.m. (CDT) spot on ABC's *Breakfast Club* for Kix, Gold Medal Flour and Wheaties, Mon.-Fri., on full ABC network. Tatham-Laird, Chicago, arranged 52-week contract. Other show segments are sponsored by Swift & Co. and Philco Corp.

Adpeople • • •

MARGOT MALLARY, former fashion director and account executive of J. Walter Thompson Co., Los Angeles, joins Cole of California, Los Angeles (swim suits), as advertising manager.

JOHN S. TORREY, former account executive with Erwin, Wasey & Co., Los Angeles, joins Avery Adhesive Label Corp., Monrovia, Calif., as national sales manager.

DEPOSITORS' DREAM

Radio Helps Bank Personalize And Liven Its Reporting

USE OF RADIO to interject the personal touch in a bank's report to its depositors has been tried successfully by the Community Savings Bank of Rochester, N Y., and the experiment is the subject of an article in the current (August) issue of *Bulletin*, official publication of the Financial Public Relations Assn.

A month before the 15-minute radio report was presented by the bank's president, Charles W. Carson, over WARC Rochester on June 3, the article explains, the staff of the bank was informed of the plan and asked to participate in its preparation by inquiring of depositors what information they would like to have about the bank's operation, policies and services.

The radio report was presented in question-and-answer style, with Miss Madelyn H. Sullivan, public relations director of the bank, asking the questions for depositors.

Commenting on the experiment, the *Bulletin* says: "Bank figures which run into the millions can become a dull form of reporting. Given a live voice and handled in the popular questions and answers style, bank reporting can be made more interesting to the public, and have far-reaching public relations possibilities."

Plan Religious Seminar

APPROXIMATELY 200 ministers are expected to register for a religious radio seminar to be held at the Central Bible Institute in Springfield, Mo., under the auspices of the Assemblies of God Churches Sept. 7-9, according to Thomas F. Zimmerman, radio director of the church group. In addition to discussions, addresses and panels, an intensive short radio course will be offered to any interested ministers.

Tell 'em about A. U.*
when they want a future in
Audio-Video

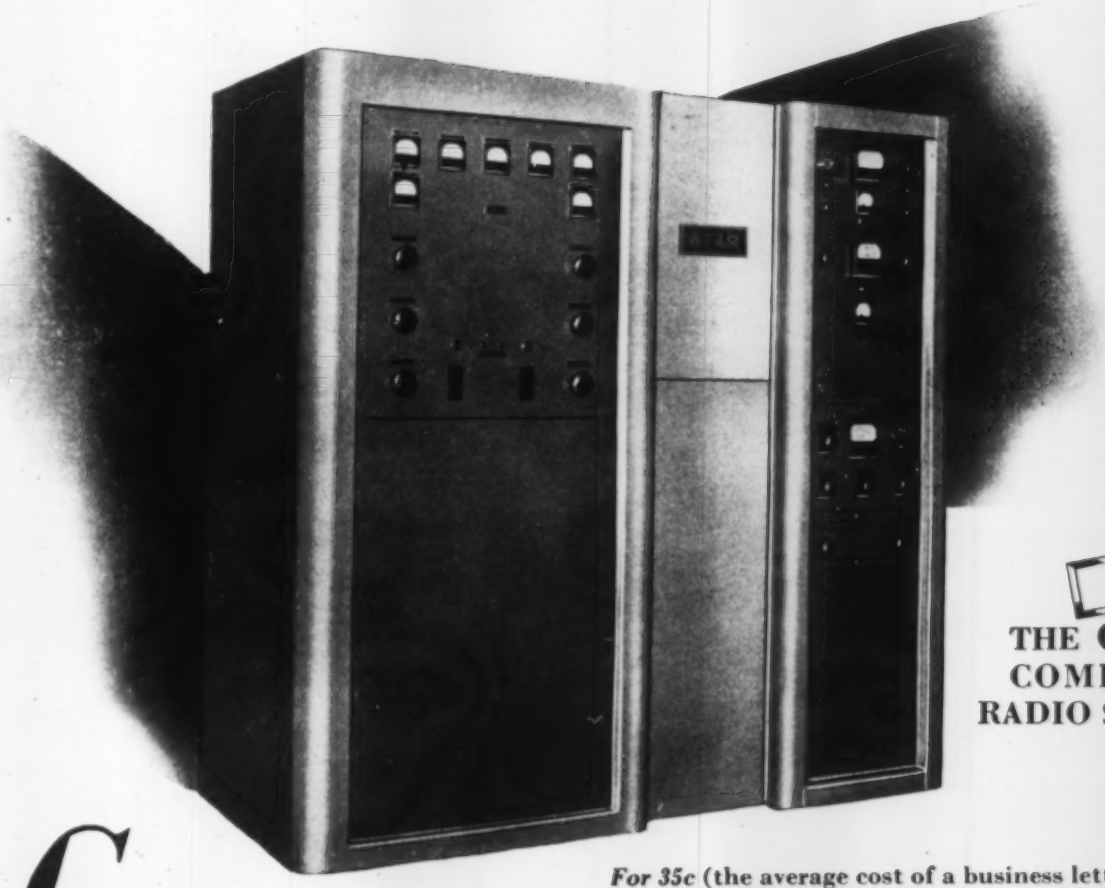
Give young hopefuls sound advice—recommend A. U.'s radio-television course leading to B. S. degree with major in Radio—TV. It's taught by prominent Washington professionals!

COURSES: • writing • mike technique • music • newswriting • acting • sales • announcing • production • management • public service programming • policies & regulation • related courses in the School of Social Sciences and Public Affairs.

For complete details, or registration for Fall semester, write Director of Radio and Television.

***The American University**
1901 F St., N. W.,
Washington 6, D. C.

Spend 35¢ AND SAVE 1,000 DOLLARS



THE GY-48 COMPLETE RADIO STATION

Gates Radio Company
Quincy Illinois

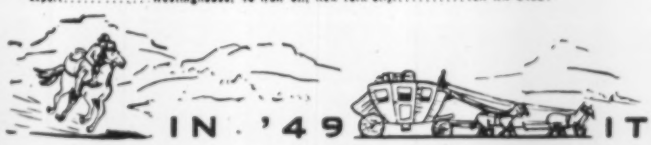
For 35c (the average cost of a business letter) you can learn why the GY-48 in your station will save you $1000.

And this is just the start. For the many years that it will serve you, maintenance costs will be low and the crisp, clear signal you will have will obtain that recognition of a good station that you want.

Remember the GY-48 is not just a transmitter. It is complete correlated equipment for the 250-watt AM transmitter location including limiter, frequency and modulation monitors, switching control panel and monitor speaker.

See about saving that $1000 now. Write or wire for information on the GY-48 Radio Station.

Washington, D. C.	Gates Radio Company, 13 E Street N. W.	Tel. Met-0522
Houston	Houston Radio Supply Co., Clay at LaBranch	Tel. CA-9009
Atlanta	Specialty Distributing Co., 425 Peachtree St. N. E.	Tel. AT-4406
Montreal	Canadian Marconi Company	
Los Angeles	Gates Radio Co., 1589 McComas Ave., Pomona	Tel. LY-2-8010
Export	Westinghouse, 40 Wall St., New York City	Tel. WH-34321



IN '49 IT'S THE GATES LINE

Production

WILLIAM R. GRIFFIN, formerly with WDHN New Brunswick, N. J., and WNEW New York, has joined WTTM Trenton, N. J., as program director, replacing **DEAN ANDREWS**, resigned.

ROBERT E. LARSEN, formerly with WCAW Charleston, W. Va.; WWNR and WJLS Beckely, W. Va., and most recently with WMMJ Peoria, Ill., has been appointed morning man at WKOW Madison, Wis.

JOSEPH DERBYSHIRE, member of KYW Philadelphia production staff, has been named head of continuity, and **GEORGE SKINNER**, formerly with WLW Cincinnati, has been appointed to production staff.

JAMES LILLY, former news editor for NBC Western network, has joined KFI-TV Los Angeles, as assistant director of remote programming.

MIKE BARKAS, former freelance writer in Chicago, replaces **KAY WILKINS**, resigned, as WBBM Chicago continuity writer.

LEE GIROUX, former program manager of KSAN San Francisco, has joined announcing staff of KGO same city, replacing **BEN MORRIS**, resigned.

MARTIN BURKE, former chief copywriter and sales promotion manager of WWL New Orleans, has joined WTPS and WTPS-FM New Orleans, as writer-producer.

DORA DIBNEY, well-known Western Canadian newspaper woman, has joined CFCN Calgary, as director of women's programs.

IVEY PETERSON, of WSB Atlanta talent staff, has transferred to WSB-TV as director of television properties, responsible for building and decorating video sets.

SHIRLEY RYMAN, of programming department of KWBR Oakland, Calif., and **ED SMITH**, of KWBR and KWBR-FM production department, were married Aug. 15. **WANDA SQUIRES**, formerly with KPIK San Luis Obispo, replaces Miss Ryman in programming.

CARL PAIGE, former chief announcer at KGGM Albuquerque, N. M., and previously with WIBC Indianapolis, has joined KRAM Las Vegas, Nev., as program director and sportscaster.

MARGARET PETYO, fashion authority and advisor on beauty, has been appointed director of women's features at WWSW Pittsburgh. She has started new series, "Charm School," as five-a-week feature on WWSW.

WILLIAM R. RICH, former manager of KSMA and KRJM(FM) San Maria, Calif., has joined program department of WBEN, WBEN-FM and WBEN-TV Buffalo.

ROBERT GOULD, formerly with WRGB Schenectady, has joined WBAP-TV Fort Worth, as chief producer. He had been in television at General Electric's WRGB since 1939.

Mr. Gould

JACK GROGAN, production manager of WNEW New York, and **JEFF SELDEN**, director of continuity, will conduct radio courses this fall at City College School of Business, New York. Mr. Grogan teaches "Radio Workshop" and "Advanced Radio Workshop," and Mr. Selden conducts class in "Radio Scriptwriting." Both will instruct combination course, "Workshop Course for Production and Scriptwriting."

LARRY ROBERTSON has joined KOME Tulsa, Okla., as assistant director. **TOM BRADLEY** and **JACK NEWMAN** have joined KOME announcing staff.

JACK PERRY, formerly with WGYN-FM New York, has joined WGPA and WGPA-FM Bethlehem, Pa., as staff announcer and director of publicity.

GORDON DuHAMEL, formerly with WKOX Framingham, Mass.; **DICK WILLIAMS**, formerly with WKXL Concord, N. H., and **LARRY TRUESDALE**, previously with WFDM Ayer, Mass., have joined announcing staff of WCCM Lawrence-Lowell, Mass.

MANUS (Mickey) WARD, formerly with NBC Hollywood, has joined KGO San Francisco, as continuity acceptance editor. He replaced **BYINGTON COLVIG**, resigned.

BOB ALLMAN, blind sports authority of KYW Philadelphia, will participate in International Golf Tournament for the Blind Aug. 27 and 28 at Glen Oaks Country Club, Detroit, Mich.

JUAN ROLANDO, musician on Don Lee "Chandu, The Magician," is the father of a boy, Jose.

CY KENDALL and **PAULINE DRAKE** have joined cast of NBC "Aunt Mary."

MR. and **MRS. TEX McCRARY**, stars of NBC's "Tex and Jinx," are the parents of a boy born Aug. 13 in New York.

GEORGE MARTIN Jr., KHJ Los Angeles announcer, is the father of a boy.

NORMAN FRANK, formerly with MBS, has joined the "We The People" staff as a researcher.

HENRY MORGENTHAU 3d, WNEW New York program department staffer, is accompanying One World Committee delegation to Italy. Group left Aug. 18. Mr. Morgenthau also will visit Paris to study French radio and television developments.

DICK BOLENDER, announcer and promotion director of WBRK Pittsfield, Mass., and Doris Brown planned to be married Aug. 21.

JIM HURLBUT, WMAQ Chicago's reporter-at-large, was promoted last week to rank of captain in Marine Corps Reserve. During recent war, he was first Marine combat correspondent to see action at Guadalcanal. He served as technical advisor on the movie, "Guadalcanal Diary," and was later director of radio for Marine public relations.

CHARLES G. TARKINSON has joined announcing staff of WLAW Lawrence, Mass.

BOB LaMERE, program director and news editor at WLBH Mattoon, Ill., is the father of a boy, Robert Scott.

JOHN F. CONE, announcer-actor with WSB and WSB-TV Atlanta, and Corinne Kennimer have announced their marriage.

KENNETH ALBRECHT has joined KLOU Lake Charles, La., as announcer-salesman.

GENE KING, program director of WCOP Boston, is the father of a girl, Deborah Ann.

San Francisco Ad Club Announces New Classes

THE SAN FRANCISCO Advertising Club has announced that the first session of the Golden Gate College of Advertising, which it sponsors, will start on Sept. 20.

Robert Beaumont, account executive with Foote, Cone & Belding, will present a course in advanced copy writing. Richard L. Lemen, art director of Beaumont & Hohman, will conduct a series on layout and visualization. A course in general advertising will be conducted by 18 specialists under the direction of Byron MacFadyen, copy director of N. W. Ayer & Sons Inc.

Supplementing these courses will be a new retail advertising and sales promotion course, which is being developed in cooperation with executives of San Francisco retail stores.

HOGGING THE MARKET

Miss Upward Spiral I Studied By Mr. Hurlbut

MISS UPWARD Spiral I, a 10-month-old Hampshire gilt (pig) weighing 200 pounds, will be sacrificed on the altar of inflation by Jim Hurlbut, WMAQ Chicago's reporter-at-large, on behalf of station listeners.

Mr. Hurlbut is endeavoring to ascertain just why the porker's dollar value per pound increases faster than its weight by tracing Miss Upward Spiral's progress from feed lot to dinner table. Findings are reported on Mr. Hurlbut's daily newscast (five-a-week, 11 p.m. CDT) as Miss Spiral takes advantage of a free room and board offer at a farm near the city.

The newscaster, in addition to paying 30c a pound for each of the 200 boasted by Miss U. S., is footing the bill for feeding and subsequent shipment to market. Mr. Hurlbut's initial attraction, however, was not love at first sight but consideration for his constituents. This enabled him to overlook the female gilt's "frightful table manners, a waistline all out of reason and a distinctly surly look."

Paris Assembly Plans First Magnetophone Use

FIRST USE of the French-made Magnetophone in any international session and of equipment specially manufactured for the occasion is planned by the French Broadcasting System for the United Nations General Assembly meetings in Paris, beginning Sept. 21.

Magnetophone is a tape recording device which is said to reproduce sound with remarkable fidelity.

Radiodiffusion Francaise (FBS) is planning for the most complete installation ever made in France, officials said last week. Six studios have been built in the Palais de Chaillot, the General Assembly's temporary home, for special interviews and commentaries.

WCBS-TV New York will telecast full home schedule of the Brooklyn Dodgers football team, and possibly two road games, starting with the season's opener Aug. 27, at 8:30 p.m.

BEFORE
you decide on
FALL SCHEDULES
in the
DETROIT AREA
. . . see how much
MORE
you get on
CKLW

ADAM J. YOUNG, JR., INC., Natl. Rep. Canadian Rep., H. N. STOVIN & CO.

J. E. CAMPEAU, President

5,000 WATTS • MUTUAL SYSTEM

CANADA'S FOURTH MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

Open Mike

(Continued from page 16)

are almost ready for operations, I think you should refrain from such violent criticism till experience shows whether our program is or is not in consonance with the public interest. You ought to give us a chance to show what we can do.

I have been an active subscriber to your excellent BROADCASTING Magazine for the last years, and I have always regarded your publication as an impartial defender of broadcasting, for which I hope you will have this letter published with the same prominence you gave the information against us.

R. Delgado Márquez
General Manager
Puerto Rico Communications Authority
San Juan, P. R.

[Editor's Note—We regret Reader Marquez feels we gave an inaccurate picture. We think he read too much between the lines. Mr. Marquez' contention that WIPR follows the pattern of city-owned and college-licensed stations in the United States, in our judgment, is in error. These are not federally owned or operated stations, and they are not supported by funds paid in taxes to the Federal government.]

* * *

AM-TV or AM vs. TV?

EDITOR, BROADCASTING:

I am glad to see that the radio industry after 27 years is planning an industry-wide promotion to increase and preserve sales. I am disappointed, however, to see that this long-awaited radio promotion will include television. I believe that while television is yet an infant, broadcasters should ask themselves these questions:

Won't radio and television prosper more readily if sold as separate media?

Should we not seek to prevent the current agency practice of lumping radio and television budgets together so that television may draw more heavily from other media than radio?

If one of the purposes of the All-Radio Presentation is to forestall potential loss of revenue, should we not recognize that television is a major threat to radio income?

Is it not confusing, if not contradictory, to include in an aural radio presentation a sales pitch for the eye-catching qualities of video?

Broadcasters are faced with tremendous expenditures on television. They are also faced with a considerable loss of radio income to television unless the decision is made now to sell the two media individually—and even competitively. The All-Radio Presentation is the place to establish this basic selling principle.

James M. Patt
Manager
WNBH New Bedford, Mass.

* * *

Defends Disc Jockeys

EDITOR, BROADCASTING:

"Something Fishy" was the title of the editorial in the August second issue of BROADCASTING that I now refer to; there's something fishy too about BROADCASTING's insane charge that a disc-jockey payola may be responsible for ASCAP music's superiority in the disc jockey polls. . . .

Let's not blame the D. J.'s for BMI's failure to hit the top popularity ranks. Let's not accuse the few who may or may not be subject to payola in the larger cities. They don't make the songs popular across the country. Every jock has a hand in that. . . .

Let's have BMI get the hits, uncover the new writing talent. Give us D. J.'s the tunes, and we'll follow thru. . . .

George L. Brooks
Music Librarian
KDIX Dickinson, N. D.

* * *

Article Hit Its Mark

EDITOR, BROADCASTING:

I was particularly pleased with the article by Professor Sandage in the August 2nd issue of BROADCASTING. He specifically hit upon many of the advertising problems we in smaller markets must continually meet. It is a matter purely of advertiser education, and next a matter of advertiser-station relationship.

Roy F. Zess
Manager
WMGA Moultrie, Ga.

[Editor's Note: We regret reprints of the excellent Sandage article are not available. The article, however, may be duplicated with customary credit to its author and to BROADCASTING, with mention of the issue in which it appeared.]

* * *

Atlanta Story 'Orchid'

EDITOR, BROADCASTING:

We want to congratulate you and BROADCASTING in general, but Bernard Platt especially, on the Atlanta story. I am sure after Bernie was here a couple of days and saw the complexity of things he realized he had a job on his hands. He certainly handled it well.

David Carpenter
General Manager
WCON Atlanta

THEY BELIEVE IN US

WAIR listeners like our kind of programming and believe in and react to our kind of commercials. An investment in WAIR time is the best radio investment you can make in the Winston-Salem market.

WAIR

Winston-Salem, North Carolina
Representatives: The Walker Co.

STILL MOOT

Interior Answers Mitchell —On WTOP Request—

THE DEPT. of Interior's National Park Service has answered the protest made by WTOP Washington following refusal of a member of the Washington Monument staff to admit the station's broadcasting crew for the purpose of making tape-recorded interviews with visitors to the monument [BROADCASTING, Aug. 2].

In a letter to WTOP's general manager, Maurice B. Mitchell, the National Park Service's acting director, Hillory A. Tolson, points out that "while there is no specific written regulation which prohibits such an undertaking, the National Park Service . . . has a basic obligation to protect and maintain the dignity of all national memorials" and to keep them "free of any commercialization." Mr. Tolson added that "the taking of tape-recorded interviews with visitors who were in the monument to enjoy the view . . . would have slowed and impeded visitor traffic."

Replying to Mr. Tolson's statement of the National Park Service's position, Mr. Mitchell said that WTOP would insist "only that we be given equal rights and privileges with all other news-gathering organizations and media . . . and that there be no discrimination against radio news reporting or broadcasting on the basis of commercial sponsorship." He reminded Mr. Tolson that his (Mr. Mitchell's) investigation of the incident had indicated that monument attendants had refused to grant permission to the WTOP crew not on the grounds of maintenance of the dignity of a national memorial but because of "commercial" implications.

Iowa Network to Oppose Ban on Phone Giveaways

A BRIEF opposing any ban on telephone giveaway programs will be presented to the FCC Sept. 10 in Washington by the Iowa Tall-corn Radio Network.

The presentation will be made by Edward Breen, who was re-elected president of the network at its annual business meeting in Clear Lake, Iowa, Aug. 6-8, or by his representative.

Other officers of the network, comprising 17 stations in all sections of Iowa, include Ken Gordon, KDTH Dubuque, vice president in charge of lines; Morgan Sexton, KROS Clinton, re-elected vice president in charge of station relations; Ben Sanders, KICD Spencer, vice president in charge of programming, and George Volger, KWPC Muscatine, secretary and treasurer.

Surprised?

IT ACTUALLY COSTS LESS MONEY TO BUY FAR MORE LISTENERS IN THIS RICH MARKET WHEN YOU PICK KPRC an NBC affiliate

BEAUMONT
PORT ARTHUR
HOUSTON
GULF OF MEXICO
TEXAS CITY
GALVESTON
IT'S TRUE! KPRC, HOUSTON LEADS STATION "B" BY MORE THAN 2 TO 1 IN THE BEAUMONT-PORT ARTHUR AREA...
YET COSTS LESS
OF COURSE, KPRC LEADS IN HOUSTON...

Your Sales Potential Is High In This Rich Gulf Trading Area

Harris County (Houston's home county) leads Texas in dairy and beef cattle. Adjacent Montgomery County leads in hogs. Adjacent Jefferson County leads in rice. Oil boosts buying power another notch. And shipping caps the fabulous climax: Crews of Houston-docked ships spend 100 million dollars plus in the market, each year.

FIRST in BMB
FIRST in HOOPER
FIRST in the South's First Market

*KPRC has a *tremendous* audience. Yet Standard Rate and Data shows KPRC time costs are *less*. An independent survey reveals the following comparison between KPRC and the second Houston station, here named "B".

HOOPER STATION LISTENING INDEX IN BEAUMONT—PORT ARTHUR

	KPRC	Station "B"		KPRC	Station "B"
A.M.	11.4	7.4	Eve.	29.8	16.1
P.M.	27.9	7.1	Sun.Aft.	20.2	7.6

NOTE: KPRC reaches 36 Texas counties with an excellent signal.

KPRC HOUSTON
950 Kilocycles
5000 Watts

National Representatives, Edward Petry and Company. Affiliated with NBC & TQN, Jack Harris, General Manager

there's an NBC Recorded Program for every advertiser ... every listener

NOW 25 BETTER SHOWS TAILORED FOR BETTER PROGRAMMING AT LOWER COST

The Haunting Hour ▶

Original psychological mysteries, "whodunit" thrillers, crime crusade themes and tales of excitement by ace radio writers—with radio-stage-screen stars including Betty Furness, Jed Prouty and Berry Kroeger. 52 half-hours for 1-a-week broadcast.

Other NBC Recorded Spine Chillers:

THE WEIRD CIRCLE—78 half-hours for 1-or-more-weekly broadcasts.

MERCER MCLEOD . . . THE MAN WITH THE STORY—52 quarter-hours for 1-a-week broadcast.

FIVE-MINUTE MYSTERIES—260 5-minute programs for 3-a-week broadcast.

▲ The Playhouse of Favorites

The world's greatest novels and plays in brilliant dramatized editions—with all-star casts including Wendy Barrie, Les Tremayne, John Carridine, Signe Hasso and Elissa Landi. Typical programs: *A Tale Of Two Cities; Kidnapped; Ivanhoe; A Doll's House; She Stoops To Conquer* and *Anna Karenina.*

Other NBC Recorded Dramatic Headliners:

Comedy—A HOUSE IN THE COUNTRY—52 half-hours for 1-a-week broadcast. ▶

Adventure—STAND BY FOR ADVENTURE—78 quarter-hours for 2-a-week broadcast.

Romance—MODERN ROMANCES—156 quarter-hours for 3-a-week broadcast.

Aunt Mary

One of radio's most successful daytime serial programs, it's the heartwarming story of a woman's fight for human dignity and understanding. Sponsored "live" over NBC Western Network by national advertiser.

Here's Hooper History: El Paso—10.5 . . . Spokane—8.3...Omaha—11.4...Fresno—8.9.

605 quarter-hours for 5-a-week broadcast.

Another Top-Rated NBC Recorded Serial:

BETTY AND BOB—390 quarter-hours for 5-a-week broadcast.

SEASONAL SPECIAL

Touchdown Tips with Sam Hayes

Available Now For Fall, 1948

Now in its seventh great year—this pioneer recorded football forecasts-and-facts show is a complete Fall merchandising package. Week-by-week forecasts of the season's top games. 13 quarter-hour programs for weekly broadcast throughout the coming football season.

For Year-'Round Sports Appeal:

THROUGH THE SPORT GLASS—A parade of sports highlights covering the entire field. 52 quarter-hours for 1 or 2-a-week broadcast.

◀ The Three Suns and a Starlet

America's favorite instrumental trio—with popular guest songstresses Nan Wynn, Kay Armen, Irene Daye, Dorothy Claire—in a musical program styled of sunlight and stardust.

78 quarter-hours for 3-a-week broadcast.

Other Delightful NBC Recorded Musicals:

TIME TO SING with Lanny and Ginger Grey—156 5-minute programs for 3-a-week broadcast.

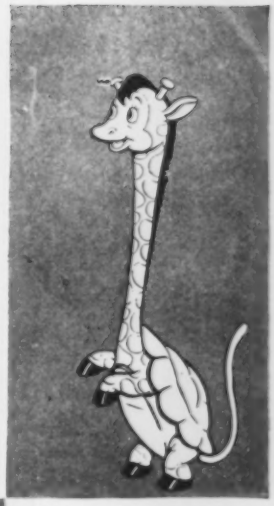
CARSON ROBISON AND HIS BUCKAROOS—117 quarter-hours—frequency optional.

ART VAN DAMME QUINTET WITH LOUISE CARLYLE—117 quarter-hours for 3-a-week broadcast.

TIME OUT FOR FUN AND MUSIC—With Allen Prescott and Ted Steele. 65 quarter-hours for 1-or-more-weekly broadcasts.

REFLECTIONS—104 quarter-hours for 2-a-week broadcast.

THREE GREAT JUVENILE SHOWS



At Christmas-Time

HAPPY THE HUMBUG—Whimsical comedy adventures of a fanciful animal hybrid and his animal pals. 54 quarter-hours; 15 pre-Christmas; 39 post-Christmas for 2-or-3-a-week broadcast.

MAGIC CHRISTMAS WINDOW—Favorite fairy tales dramatized as two youngsters find themselves behind the glass of a store window with the toys come-to-life. 25 quarter-hours for 3-or-more-weekly broadcasts.

Anytime

DESTINY TRAILS—Authentic adaptations of famed James Fenimore Cooper tales including *The Deerslayer;* and *The Last Of The Mohicans.* 156 quarter-hours for 3-a-week broadcast.

Allen Prescott...The Wife Saver

Featuring one of radio and television's cleverest performers, originator of the "Wife Saver" and the "Didja Know"—Allen Prescott . . . with laugh-flavored household hints and the same light-hearted, sharp-witted repartee that has brought fan mail by the carload to a score of nationally-known advertisers. Music and songs by Rosa Rio and Brad Reynolds. 156 quarter-hours for 3-a-week broadcast.

Also NBC Recorded Especially For The Girls:

COME AND GET IT—Sparkling audience participation show with m.c. Bob Russell, Alma Kitchell and Gaynor Maddox. A banquet of information and laughs . . . ideal for food advertisers. 156 quarter-hours for 3-a-week broadcast.

FIVE-MINUTE SPECIALTIES

THE NAME YOU WILL REMEMBER—Engaging personality show about notables in the news with William Lang. 260 5-minute programs for 3-or-5-a-week broadcast.

GETTING THE MOST OUT OF LIFE TODAY—Down-to-earth inspirational talks tuned to the times by Dr. William R. Stidger. 117 5-minute programs for 3-a-week broadcast.

PROGRAMMED AND PROVEN OVER 1000 RADIO STATIONS

NBC ...Radio Recording Division

A service of Radio Corporation of America

RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco

NBC Radio-Recording Division, Syndicated Program Sales
30 Rockefeller Plaza, New York 20, New York

Send us complete information on:

☐ _____
PROGRAM TITLE(S)

☐ All 25 NBC Syndicated Programs

NAME _____ TITLE _____

COMPANY _____

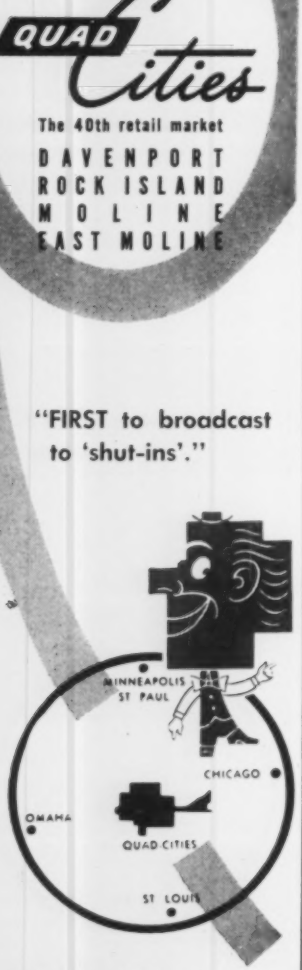
ADDRESS _____

CITY _____ ZONE _____ STATE _____

WOC

FIRST
in the
QUAD Cities
The 40th retail market
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

"FIRST to broadcast to 'shut-ins'."



WOC AM 5,000 W., 1420 Kc.
FM 47 Kw., 103.7 Mc.
TV C.P. 22.9 Kw. visual and aural, Channel 5

BASIC NBC Affiliate
DAVENPORT, IOWA
National Representatives
Free & Peters, Inc.

WLAD SQUABBLE

Transfer Revocation Asked by Deme

BATTLE of the minority vs. majority stockholders of WLAD Danbury, Conn., was thrown into FCC's lap last week when John Deme, deposed manager and a minority stockholder (12.5%), entered a petition requesting revocation of the transfer of control which was granted by FCC last February [BROADCASTING, Feb. 23].

Mr. Deme, president and director of the Berkshire Broadcasting Corp., permittee of WLAD and WLAD-FM, charged collusion between the new owners and the Frank H. and James B. Lee interests regarding the operation of WLAD and WLAD-FM. Targets of Mr. Deme's charges are John C. Doran, Robert J. Doran, John P. Previdi, and Cecil J. Previdi, the new majority stockholders who together own 72.5% of the stations.

The petition follows on the heels of a series of firings of key station personnel by the new majority stockholders. In addition to Mr. Deme, who is now manager of WBIS Bristol, Conn., those who have been discharged in recent weeks include Maywill Dudley Sloan, now with WELI New Haven; Chief Engineer Robert Harris, and two other staffers, Frank and Virginia Cassidy. The latter two reportedly have set themselves up as radio consultants and program analysts to advise any retailers who might be thinking of buying time from WLAD.

The station, a 250-w daytimer on 800 kc, is under the temporary managership of Edgar Twamley, a consultant called in to straighten out WLAD's affairs. The managership reportedly will go to Joseph Mathers, now commercial manager, when Mr. Twamley concludes his work.

Mr. Deme's Charges

Mr. Deme, for himself and minority stockholders Grace Reilly, Hugh J. Reilly, and Agnes Pisarets (5% each), makes the following charges in his petition:

(1) The Dorans and Previdis attempted to withhold important labor news in the Danbury area. The Dorans, it was charged, "being of a rabid anti-labor group, exerted pressure for the purpose of ousting the undersigned (Deme) as general manager who refused to censor any news."

(2) The Dorans and the Lees, closely associated in private business, were in collusion in the operation of WLAD and WLAD-FM. The Lees are principals in the Fairfield Broadcasting Co., applicants for AM in Danbury, permittee of WFIR (FM) Danbury, and applicant for a TV station in Waterbury. To support this Mr. Deme points out that the Dorans were "violently opposed" to a petition he once filed with FCC charging the Lees with "monopolistic practices" in Danbury for their various business controls and ownership of the town's only newspaper, the Danbury *News-Times*. Mr. John Doran was quoted as saying Mr. Lee was his "bread and butter" and he could not oppose him.

(3) The Dorans and Previdis did not furnish additional funds for construction and completion of WLAD-FM as they agreed to in the application for transfer. The failure, says the petition, has placed the corporation in an "insecure financial position."

(4) Programming has "deteriorated rapidly" with "extreme over-commercialism on some participating programs and lack of public service programs."

The original majority owners, Lazarus S. Heyman (50%), Burton F. Sherwood (13.75%), and William Hanna (8.75%), all attorneys, informed the Commission they found insufficient time to devote to the station in requesting the transfer.

The New Owners

The new owners, all Danbury residents, have the following interests:

John P. Previdi (28.75%), owner Danbury Printing Co., and John P. Previdi Co. (stationery, office equipment).

Cecil J. Previdi (6.25%), field service engineer for Cincinnati Milling Machine Co., in the Hartford office.

John C. Doran (25%), president, treasurer and director of Doran Bros. Inc., manufacturer of hat machinery.

Robert J. Doran (12.50%), vice president, secretary and director, Doran Bros.

Wylie Address

MAX WYLIE, formerly program manager of the radio division of Young & Rubicam, delivered the address on television at the U. of Colorado Writers Conference, Aug. 8 at Boulder [BROADCASTING, Aug. 16]. Mr. Wylie has not been connected with the agency for more than a year.

Upcoming

Aug. 31: Annual Council on Radio Journalism, Cosmopolitan Hotel, Denver.
Sept. 8-9: NAB District 14 meeting. Mammoth Hotel, Yellowstone National Park.
Sept. 12-13: NAB District 17 meeting. Davenport Hotel, Spokane, Wash.
Sept. 14-15: NAB District 16 meeting. Ambassador Hotel, Los Angeles.
Sept. 16-17: NAB District 15 meeting. St. Francis Hotel, San Francisco.
Sept. 18-26: National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Sept. 27-29: FM Assn. annual convention, Hotel Sheraton, Chicago.
Sept. 30-Oct. 3: Institute of Radio Engineers, West Coast convention, Hotel Biltmore, Los Angeles.
Sept. 30-Oct. 3: West Coast Electronic Mfg. Assn., Hotel Biltmore, Los Angeles.
Oct. 4-5: NAB District 13 meeting. Blackstone Hotel, Fort Worth, Tex.
Oct. 5-7: American Institute of Electrical Engineers, Midwest general meeting, Milwaukee.
Oct. 9-10: Mississippi Broadcasters Assn. meeting, Biloxi, Miss.
Oct. 11-12: NAB District 6 meeting. Buena Vista Hotel, Biloxi, Miss.

TPI, CASCADE MERGE; PERSONNEL REALIGNED

MERGER of Television Programs Inc., Hollywood, with Cascade Pictures of California Inc. was announced last Friday by Bernard Carr, president. Charles B. Brown, president of TPI and formerly program director of KFI Los Angeles, joins Cascade as a vice president.

Mr. Brown, who is also general manager of KTUV Portland, projected television outlet, explained that the merger will enable him to devote more time to operations of the station expected to be telecasting early in 1949. But he pointed out that through Cascade, Video Broadcasting Co. will enjoy a source of film product supply not only for Portland but for the cities of San Jose and Seattle if pending applications are favorably acted upon.

Along with Mr. Brown, Russell Furse, vice president of TPI, joins Cascade as manager of a new department concerned with booking and distributions of film packages. Headquarters are 8822 Washington Blvd., Culver City.

MEMO to ED SMALL—Ted Bates Agency:
WCKY's "Makebelieve Ballroom" (Saturday) is #1 in local Saturday daytime shows with an 8.5 rating.*
*Pulse, May-June 1948

50,000 WATTS
OF
SELLING POWER

L. B. Wilson
WCKY
CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

BURDETT WILL REPORT ON SLAYING OF POLK

WINSTON BURDETT, CBS correspondent who has been in Greece investigating the slaying of George Polk, returned to New York last week and will report his findings in a CBS broadcast two or three weeks hence.

This was disclosed by Davidson Taylor, the network's vice president and director of public affairs, who has been directing Columbia's effort to solve the murder of its chief Middle East correspondent, whose bullet-riddled, trussed body was found in Salonika Bay on May 16.

CBS also hopes that Gen. William Donovan, wartime Office of Strategic Services chief who has been probing the Polk case as a representative of U. S. journalistic groups, will appear on the program with Mr. Burdett and other CBS newsmen, Mr. Taylor said. Gen. Donovan, who is still in Greece, is expected to return to this country soon.

"We know a lot more [about the Polk slaying] than we did before," Mr. Taylor said," "But it gets more complicated all the time." He added that CBS is determined to get to the bottom of the case and is exerting every effort to do so.

He also disclosed that John Secondari, CBS Rome correspondent who went to Greece with Mr. Burdett to investigate the Polk murder, has returned to the Italian capital.

Mantle Lamp on ABC

MANTLE Lamp Co. of America will begin sponsorship on Friday, Oct. 1, of a transcribed series on ABC featuring "Smiling" Ed McConnell. The weekly program of light popular music, interspersed with comments by Mr. McConnell, will be heard from 4:15 to 4:30 p.m. William Hart Adler Inc., Chicago, is the agency.

AM GRANTS

Twelve Get Permits; Four Power Boosts

GRANTS for 12 new AM stations were issued last week by FCC. In addition, power increases were authorized for KTMS Santa Barbara, Calif.; KTRN Wichita Falls, Tex.; KULE Ephrata, Wash., and WMRC Greenville, S. C.

KTMS was given a boost from 1 kw unlimited to 5 kw day, 1 kw night; KTRN got an increase in daytime power from 1 kw to 5 kw; KULE was authorized to go from 250 w to 1 kw, and WMRC was shifted from 1490 kc, 250 w unlimited to 1440 kc, 5 kw unlimited.

Ownership on the new grants is as follows:

Parsons, Kan. — The Community Broadcasting Co. Inc., 1540 kc, 250 w, daytime; conditions. Estimated cost $22,000. Principals: Clyde M. Reed Jr., Sun Pub. Co., president and 50.2%; George H. Alderman, Walter Scheid Farm Equipment Co., vice president and 6%; Glenn Jones, attorney, secretary and 6%, and Maxwell M. Martin, Martin Furniture Co., treasurer and 19.08%. Granted Aug. 19.

Brunswick, Ga.—Brunswick Broadcasting Corp., 1440 kc, 1 kw, unlimited, directional at night. Sixty shares of common stock were issued to be held in the following manner: Norman A. Way, insurance agent, president, 10 shares; W. F. Crandall, hardware dealer, vice president, 10 shares; E. M. Champion, wholesale meat business, secretary-treasurer, 8 shares; J. L. Tollison, wholesale grocer, 22.5 shares; R. L. Tollison, wholesale grocer, 7.5 shares; E. M. Champion Jr., 2 shares.

Ansonia, Conn.—The Naugatuck Valley Broadcasting Corp., 690 kc, 1 kw, daytime; conditions. Estimated cost $14,200. Principals: Garo W. Ray, consulting radio engineer, technical director and vice president of WNHC New Haven, president and 26% owner; W. Rockwell Clarke Jr., radio editor Bridgeport Post, treasurer 26%; Aram H. Tellalian Jr., attorney, secretary 26%; Eugene G. Dahlby, program director WNAB Bridgeport, vice president 10% and proposed manager; George W. Travis, consulting radio engineer, assistant treasurer 6% and to be engineer in charge; and Vohen W. Varjabedian, with Bridgeport Post since 1931, assistant secretary 6% and to be head news room. Mr. Ray must divest himself of 10% interest in WNHC or holding in this grant. Granted Aug. 13.

Biddeford, Me.—Biddeford Broadcasting Corp., 1400 kc, 250 w, unlimited; conditions. Estimated cost $14,863. Principals: Gordon J. Lewis, assistant manager WPOR Portland, Me., president and 30% owner; Arthur A. Deters, chief engineer WNBH New Bedford, Mass., vice president 30%; John Gibson, manager Butlers Dept. Store, treasurer 4%; Marc E. Simard, partner, York County Biscuit Co., 4%; Horace S. Nichols, co-manager Nichols & Co., dry goods store, 4%. Granted Aug. 13.

Butler, Pa.—Eagle Printing Co., 1580 kc, 500 w, daytime. Estimated cost $34,600. Grantee publishes daily Eagle, is permittee FM station WBUT there. Granted Aug. 13.

Fresno, Calif.—Baker Broadcasting Co., 1600 kc, 1 kw, daytime; conditions. Estimated cost $29,460. Principals: John L. Baker, former grocery owner who is partially retired, 70%; Peter K. Onnigian, announcer-engineer KERO Bakersfield, Calif., 15%; George F. Baker, dental student, 6%; Harry Hartunian, machinist at Schalage Lock Co., San Francisco, 7%; and Jim Schiffer, music store owner, 2%. Granted Aug. 13.

Gladewater, Tex.—The Gladewater Broadcasting Co., 1430 kc, 1 kw, daytime; conditions. Estimated cost $20,051. Principals: Barnes H. Broiles, publisher Gladewater Daily Times-Tribune, Big Sandy News and Hawkins Reporter, 25%; Carl B. Fnerett, building contractor, 25%; John Ben Shepper, attorney, 25%; Thomas C. Unes, attorney, 12.5%; and Henry Wade, Assistant District Attorney of Dallas, 12.5%. Granted Aug. 13.

Guymon, Okla.—The Plains Broadcasting Co. Inc., 1220 kc, 1 kw, daytime. Estimated cost $27,615. Principals: each one-third owner; T. M. Raburn Jr., radio engineer and instructor, president; Mrs. Clarice B. Avcock, farming and cattle interests, vice president; and H. C. Hitch Jr., cattle rancher, secretary-treasurer. Granted Aug. 13.

Hickory, N. C.—Edmond H. Smith Jr., 630 kc, 1 kw, daytime; conditions. Estimated cost $18,000. Grantee is associate editor of Hickory Daily Record. Granted Aug. 13.

Jesup, Ga.—Altamaha Broadcasting Co., 1370 kc, 1 kw, daytime; conditions. Estimated cost $24,548. Sole owner is William Glenn Thomas, local attorney. Granted Aug. 13.

Manhattan, Kan.—Manhattan Broadcasting Co. Inc., 1350 kc, 500 w, daytime; conditions. Estimated cost $19,500. Principals: Fred A. Seaton, publisher, Hastings, Kans., Daily Tribune, 65% owner KHAS Hastings, and one-third owner KGGF Coffeyville, Kan., president and one-third owner; Richard M. Seaton, publisher Coffeyville Daily Journal and one-third owner KGGF, vice president and one-third owner; and Fay N. Seaton, publisher Manhattan Mercury-Chronicle and one-third owner KGGF, secretary-treasurer and one-third owner. Granted Aug. 13.

Pawtucket, R. I. — Roger Williams Broadcasting Co., 1380 kc, 500 w, daytime; engineering conditions. Principals: Neale D. Murphy, clerk of U. S. District Court, Providence, president-treasurer and 50% owner, and Dominick A. Hysko, owner Union Photo Supply and having other business interests, secretary 50%. Granted Aug. 13.

CBS Signs to Use Don Lee Studio for Audience Show

CBS HOLLYWOOD last week signed with Don Lee Broadcasting System for use of latter's Studio 3 for origination of six performances of CBS audience shows weekly, starting Oct. 3.

CBS shows to air from Don Lee facilities are: *Jack Smith Show*, Monday through Friday and a network dramatic program yet to be assigned on Sundays. CBS need for additional space arose from overtaxed demands upon its three Columbia Square audience studios, its Vine Street Playhouse and Studio A at Sunset Radio Center. CBS weekly airs 56 performances of audience shows, totalling 71 hours of broadcasting.

know
MEMO # 1
MONTANA
Montana has produced, since 1919, more than $150,000,000 worth of gas and oil!
Montanans have earned, since 1914, more than $800,000,000 wages and salaries for their work in Treasure State mines and metal-working plants!
500,000,000 feet of lumber are cut in Montana annually, without seriously effecting state timber reserves!
YOUR BEST SALES IMPLEMENT IN MONTANA
The ART MOSBY STATIONS
CBS
KGVO
5 KW DAY • 1 KW NITE
MISSOULA
KANA · KGFM
ANACONDA BUTTE
250 W
GREAT FALLS
5 KW
IN PROGRESS
MONTANA

THIS AD MAY SHOCK SOME PEOPLE!

You don't have to Pay a *High* **AM** rate to get **FM** time in **Kansas City** over **KOZY.**

KOZY is an independent **FM** station operation that programs for the **FM** Audience.

KOZY *FM only* rates are modest compared to **PLUS** results achieved by the Advertiser.

Reach the *Kansas City* **FM** audience direct—not indirectly —use **KOZY,** *Kansas City's Pioneer FM Station.*

National Reps:
FM REPS, INC.
"A Dillard Station"
Robert F. Wolfskill, Mgr.

Miss Lillian Selb
Foote Cone & Belding
New York City

Dear Lil:

Guess you read where ole' WCHS had applied for a television license. . . . Yessir, jest another case o' not only keepin' up with th' Joneses but a mite ahead of 'em. . . . Odes Robinson, he's th' engineer, has th' site and all th' details well in hand . . . All a' which is well t' keep in mind when yer fixin on gittin into th' Charleston, West Virginia market. . . . With 5000 watts at 580 on CBS, WCHS not only keeps you even with th' rest o' th' folks but quite a ways ahead.

Yrs.
Algy.

WCHS
Charleston W. Va.

FCC DENIAL APPEALED BY WKRC CINCINNATI

RADIO CINCINNATI Inc., licensee of WKRC Cincinnati, last week filed with the U. S. Court of Appeals for the District of Columbia a notice of appeal from FCC's decision of November 1947 favoring the application of WJIM Lansing, Mich., over that of WCKY in contest for assignment on 550 kc.

Fortnight ago the Commission through a memorandum opinion and order denied WKRC's seven-month old petition for rehearing or reconsideration of that decision, which had approved switch of WJIM from 250 w on 1240 kc to 1 kw on 550 kc while denying WKRC's request for fulltime use of 5 kw on that channel [BROADCASTING, Aug. 2]. WKRC presently is assigned 5 kw daytime and 1 kw nighttime on 550 kc. The FCC ruling of last November had left the way open for WKRC to apply anew for 5 kw fulltime on condition it limit its radiation.

Also requesting a stay order against the WJIM grant, the notice of appeal contended initially that the memorandum opinion and order "purporting to finally deny" the WKRC application and petition for rehearing "is invalid because a legally constituted quorum of the Commission . . . was not present."

3 TV GRANTS

All Go to Applicants With AM Outlets

GRANTS for three new commercial television stations were issued by FCC last Wednesday, and all three went to licensees of AM stations operating as NBC outlets—City of Jacksonville, which operates WJAX, 5 kw on 930 kc, Jacksonville, Fla.; WTAR Radio Corp., licensee of WTAR, 5 kw on 790 kc at Norfolk, Va., and West Central Broadcasting Co., licensee of WEEK, 1 kw on 1350 kc, Peoria, Ill.

The Commission granted the Atlanta Journal Co., holding a CP for a new TV station on Channel 8 (180-186 mc), to increase visual power from 21.6 to 23.8 kw, aural power from 11.4 to 12.5 kw and antenna height from 515 to 545 feet.

In another action the Commission adopted a memorandum opinion and order denying the petition of United Detroit Theatres Corp., Detroit, requesting the setting aside of an order isued last May 6 denying an earlier petition which United Detroit had filed directed against a grant without hearing on Feb. 12, 1948, of the application of King Trendle Broadcasting Corp. for extension of completion date of its WDLT Detroit (Channel 7, 174-180 mc).

Commission dismissed on Aug. 16 the application of Furniture City Broadcasting Corp., Grand Rapids, Mich., for a CP for a new television station to be operated on Channel 9, 186-192 mc, with 21.6 kw visual and 15.4 kw aural.

The new-station grantees, their assignments, and estimated construction costs:

City of Jacksonville (WJAX), Jacksonville, Fla.—Channel 2 (54-60 mc); 15 kw visual power, 7.5 kw aural; antenna height, 500 feet; construction cost, $226,188.

WTAR Radio Corp. (WTAR), Norfolk, Va.—Channel 4 (66-72 mc), 24.2 visual power, 12.1 kw aural; antenna, 365 feet; construction cost, $206,050.

West Central Broadcasting Co. (WEEK), Peoria, Ill.—Channel 12 (204-210 mc); 29 kw visual power, 14.5 kw aural; antenna, 390 feet; construction cost, $212,250.

HEARINGS SET ON TWO REQUESTS TO TRANSFER

DOUBTFUL circumstances of ownership are reported to be reason for which FCC last week designated hearings upon two transfer applications—those of WFTC Kinston, N. C., and KBLF Red Bluff, Calif. Formal issues in the proceedings have not been announced.

The Commission ordered inquiry into the WFTC request for assignment of license from Jonas Weiland, sole owner, to WFTC Broadcasting Co. Inc., new firm in which Mr. Weiland holds 88.5% interest. It was reported the Commission among other things is concerned whether Mr. Weiland's holdings in WSSV Petersburg, Va., and WINZ Hollywood, Fla., if any, were accurately reported as required by FCC's rules. According to the application for transfer Mr. Weiland with his wife owns 49% of WSSV and 76% of WINZ. He proposes to sell part interest in WFTC to group of 21 individuals for $14,400.

In the KBLF case the Commission plans to inquire into the requested assignment of license from Robert L. Weeks, sole owner of record, to Dr. Russell G. Frey. Among other things it was indicated FCC wishes to determine the extent and character of control which may have been exercised over the station by persons other than the licensee.

WFTC is assigned 250 w fulltime on 1230 kc and has been on the air since 1937. KBLF, established in 1946, is assigned 250 w fulltime on 1490 kc.

AFA and Colleges

THE ADVERTISING Federation of America, in its expanded 1948-49 club activities program released last week to 100 local advertising clubs, stressed increased cooperation with U. S. colleges and universities. The project resulted from a committee investigation of college training in advertising. Eugene S. Thomas, WOIC (TV) Washington, general manager, was committee chairman.

FRAUDULENT TIME SALE SUSPECTS AWAIT TRIAL

PLEAS of "not guilty" were entered in Denver District Court Monday by two men charged with passing worthless checks but believed by Colorado authorities to have been implicated in the sale of fradulent radio time sales in the West. One of the accused still is in Denver County jail under $5,000 bond. The other has secured bail.

The two were arraigned before Judge Joseph J. Walsh of the District Court's Division 6. Date for trial has not been set. They were arrested in a Minneapolis hotel July 25 on a Colorado warrant. Alleged to have passed $2,000 in bad checks, they also are suspected of having taken down payments from farmers and stockmen for "phony" broadcast advertising.

Investigators for District Attorney James T. Burke are endeavoring to round up victims who may prefer additional charges against the pair. An accomplice still is at large.

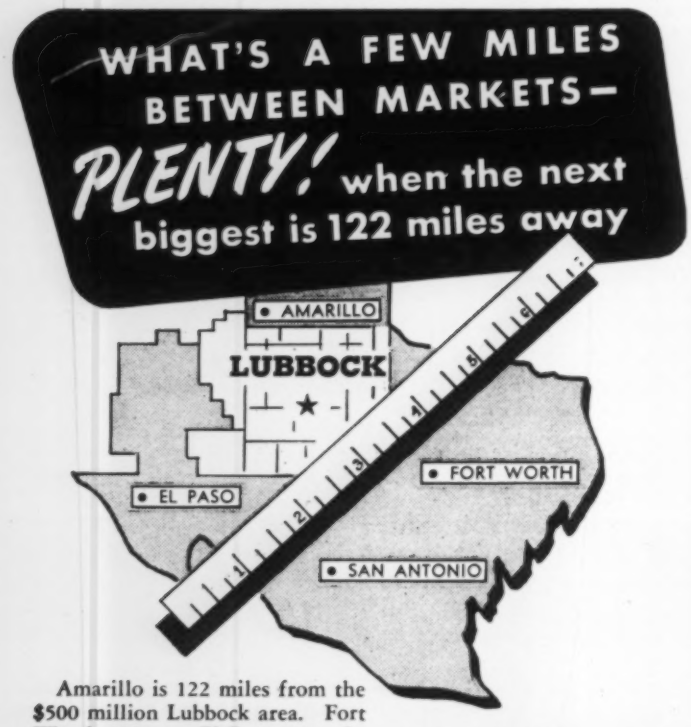
Deletion of Three Licenses Approved

REQUESTS for the deletion of two AM stations and one FM station were granted last week by the FCC.

At North Wilkesboro, N. C., the license of WILX, held by Carolina-Northwest Broadcasting Co., was cancelled at the request of the owners, Edney Ridge, president of WBIG Greensboro, N. C., and Hadley Hayes. In his letter to the Commission Mr. Ridge stated that the town was not large enough to support two stations. WILX was assigned 1450 kc with 250 w unlimited. The station started operation on July 1, 1947.

Stanley S. Beaubaire was granted a request for the cancellation of KGEW Oroville, Calif., 980 kc 1 kw daytime. Mr. Beaubaire stated in his letter to the Commission that he had seen the need for a station in Oroville and had attempted to supply that need. He withdrew because another station had been granted there which he felt would fill the listening requirements and since he did not believe the town would support two stations. Mr. Beaubaire is publisher of the Hanford, Calif., *Journal and Sentinal* and is applicant for an AM station there.

The FM station granted cancellation of its permit was WMIN Miami, Fla., owned by Everglades Broadcasting Corp. WMIN had been assigned Channel 260 (99.5 mc).



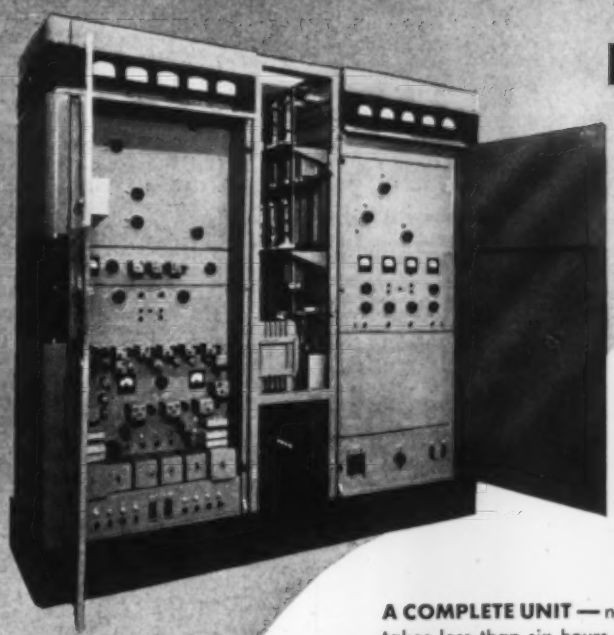
Amarillo is 122 miles from the $500 million Lubbock area. Fort Worth 290 . . . El Paso 380. In Texas distances are vast, community interest strong. It takes KCBD — programmed for the 396,000 South Plains folks — to sell this 30-county area. *More* local merchants use KCBD than use the other two stations *combined*. It *sells* in the South Plains.

KCBD

1000 WATTS UNLIMITED
LUBBOCK, TEXAS
Joe H. Bryant, Gen. Mgr.
A Mutual Station
Rep. by JOHN E. PEARSON CO.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

EASY
• TO INSTALL
• TO OPERATE
• TO CONVERT TO HIGHER POWER



Front view of RF3 3KW-FM Transmitter with doors open showing convenient arrangement of controls for tuning driver and amplifier. Center lift-off panel has been removed to show accessibility of power supply.

RAYTHEON
250W—1KW—3KW—10KW FM TRANSMITTERS

A COMPLETE UNIT — normal installation takes less than six hours.

SIMPLIFIED OPERATION — by direct crystal control requiring no corrective circuits or mechanism.

NO SPECIAL TUBES — only standard low cost receiving-type tubes are used in the modulator.

NO SLIDING RF CONTACTS — standard amplifier techniques used in all RF stages. The amplifier maintains it settings *permanently*.

NO NEUTRALIZATION — the tetrode tubes used require no complicated tuning adjustments.

SINGLE POWER CONTROL — for full range adjustment of power output.

ECONOMICAL — in initial cost as well as in operation and maintenance.

AUTOMATIC OVERLOAD RESET — returns transmitter to the air twice at full power and once at half power before locking out.

NO OBSOLESCENCE — Use the RF-3A amplifier in converting from 250 watts — use it later as the driver for a 10KW unit. Raytheon's integrated design policy eliminates obsolescence.

. . . and no ice problem . . .

The new Raytheon Type RFW FM Antenna is highest in gain ratio but it's lowest in cost, lowest in height, lowest in wind loading. Get the whole story today.

See your Raytheon Representative for complete information

VISIT THE RAYTHEON EXHIBIT—FMA CONVENTION
CHICAGO—SEPTEMBER 27 - 28 - 29

RAYTHEON MANUFACTURING COMPANY

COMMERCIAL PRODUCTS DIVISION · **WALTHAM 54, MASSACHUSETTS**

Industrial and Commercial Electronic Equipment, FM, AM and TV Broadcast Equipment, Tubes and Accessories

BOSTON, MASSACHUSETTS
Chris F. Brauneck
1124 Boylston Street
KE. 6-1364

CHICAGO 6, ILLINOIS
Warren Cozzens, Ben Farmer
COZZENS & FARMER
222 West Adams Street
Ran. 7457

LOS ANGELES 15, California
Emile J. Rome
1255 South Flower Street
Rich. 7-2358

SEATTLE, WASHINGTON
Adrian VanSanten
135 Harvard North
Minor 3537

CHATTANOOGA, TENNESSEE
W. B. Taylor
Signal Mountain
8-2487

DALLAS 8, TEXAS
Howard D. Crissey
414 East 10th Street
Yale 2-1904

NEW YORK 17, NEW YORK
Henry J. Geist
60 East 42nd Street
MU. 2-7440

WASHINGTON 4, D. C.
Raytheon Manufacturing Co.
739 Munsey Building
Republic 5897

EXPORT SALES AND SERVICE IN FOREIGN COUNTRIES—Raytheon Manufacturing Company, International Division, 50 Broadway, New York 4, N. Y., WH. 3-4980

IN THE Unique SPOKANE MARKET

Where Bank Credits and Transactions Equal Many Cities of a Half Million Population.

KGA's 50,000 WATTS of Protected Persuasive Power Extends and Increases the Market

Ask Any Petrie Man!

50,000 WATTS CLEAR CHANNEL

KGA

ABC AFFILIATE

Owned and Operated by Louis Wasmer

Radio Central Bldg.
Spokane 8, Wash.

Free Spending

(*Continued from page 23*)

more than they earned, and 4,000,000 neither saved nor spent more than they earned. Main increase in dissaving was in medium and high-income groups.

About three-fifths of those who spent more than they earned—known as "dissavers"—bought radios, autos, furniture or household appliances in 1947. The Reserve Board notes that "the ability to dissave presumes a certain degree of financial well-being, for to spend more than one's income, a person must either have sufficient income or collateral to be an acceptable risk for credit or have past savings to draw upon."

Less Than 1947

In a recent study of consumer buying of durable goods, the board noted that "although somewhat less so than in early 1947, most consumers were still optimistic about their income prospects and future business connections" with many more expecting continued prosperity than predicted an economic decline. Many more expected higher incomes than anticipated decreases.

The Commerce Dept. analysis of incomes of individuals shows a range of increase in 1947 from 20% in the Northwest to 7% in the Far West (see table). The differences among states in percentage increase was traced mainly to widely varying changes in farm income.

States with largest increases in total income were in the wheat-producing area, including North Dakota, 43% up; Kansas, 26% up; Colorado, 21% up; Montana, 20% up.

For the country as a whole, dollar volume of income payments in 1947 was a fourth above that in peak war year 1944.

On a state basis, per capita income in 1947 varied from $1,842 in Nevada to $659 in Mississippi. Next to Nevada were New York, $1,781; North Dakota, $1,678; Connecticut, $1,671; Delaware, $1,646; California, $1,643; Montana, $1,641; District of Columbia and Illinois, each $1,624.

A concentration of low-income states in the South is shown, all 15 Southern states being among the 16 states with the lowest averages. However, the Commerce Dept. noted that since 1929 the South has considerably improved its per capita income in relation to the national average.

Porter Resigns Post

PRESIDENT TRUMAN last Thursday accepted the resignation of Paul A. Porter, former FCC Chairman and OPA administrator, as his temporary special assistant on the administration's anti-inflation program. The Chief Executive praised his work. Mr. Porter has returned to his private law practice in Washington.

GOING UP 309 feet to inspect one of six WXKW Albany towers is Art Kerwood, who says it's no job for a man with the jitters. Mr. Kerwood gave the station's antenna array (six towers in line) its final check Aug. 9, when WXKW made its debut as a 10-kw ABC basic outlet.

Commission Grants 4 New FM Permits

One Each to Missouri, Indiana, Maryland and Virginia

CONSTRUCTION permits for four Class B FM stations, one each in Maryland, Virginia, Indiana and Missouri, were granted by FCC last Wednesday.

One of the grants went to a publishing firm, the News Printing Co. Inc., Goshen, Ind., which publishes the Goshen *News-Democrat*.

The other grantees were Tower Realty Co. (WCUM), Cumberland, Md.; Independent Broadcasting Co. (KTTS), Springfield, Mo., and Southern Virginia Broadcasting Corp. (WSVS), Crewe, Va.

List of the channel assignments and estimated costs follows:

Tower Realty—Class B; 102.9 mc, Channel 275, 2.5 kw, 1,485 ft.; estimated cost $28,960.

Independent Broadcasting—Class B; 94.7 mc, Channel 234, 11 kw, 225 ft.; estimated cost $21,960.

News Printing Co.—Class B; 95.1 mc, Channel 236, 20 kw, 300 ft.; estimated cost $63,600.

Southern Virginia Broadcasting—Class B; 104.7 mc, Channel 284, 12.5 kw, 440 ft. (Previously held conditional grant).

GOP Plans

(*Continued from page 24*)

Gov. Dewey's radio advisor for the past six years.

Meanwhile, Mrs. Florence Warner, the Committee's assistant director of radio, was acquainting ladies, active in the GOP campaign and prominently mentioned for high national positions in the event of a Republican victory, with Washington radio figures.

Gives Luncheon

Mrs. Warner, at a luncheon at the Mayflower Hotel last Thursday, entertained Mrs. Charles W. Weiss Jr., of Rochester, N. Y., associate campaign director for the Dewey-Warren forces; Miss Jane Todd, deputy commissioner of commerce for the State of New York; Miss Mary Donlon, chairman of the State Workmen's Compensation Board of New York; Mrs. Robert MacCauley, assistant national chairman of the Republican National Committee; Ruth Crane, WMAL Washington; Nancy Osgood, WRC Washington; Hazel Markel, WTOP Washington; Art Feldman, MBS Washington; Ed Scovill, CBS Washington and Gene Juster, NBC Washington.

Rea of NAB Legal Staff Resigns for College Job

BRYCE REA Jr., attorney at NAB Washington headquarters, has resigned effective the end of August to accept an assistant professorship in law at Mercer U. Macon, Ga. Mr. Rea joined NAB in 1946, serving in the Legal Dept. under Don Petty, general counsel.

During the war he was a lieutenant (j.g.) in the Navy, commanding a mine sweeper. Prior to the war he was an attorney at the National Assn. of Manufacturers, going there from the U. S. Court of Appeals of the District of Columbia where he had been law clerk to Chief Justice Groner, now retired.

Mr. Rea was graduated from Washington and Lee, Lexington, Va., in 1941 with an LLB degree. He had attended Queens U., at Kingston, Ont.

Marty DeVictor

If Marty had a middle name it would be "Versatile." His gay and carefree personality adds the spice of life to any program whether it is spinning records, special events or straight announcing. DeVictor's years of experience before the microphone make "Marty's Party" popular with WBNS families representing top buying power in Central Ohio.

ASK JOHN BLAIR

COVERS CENTRAL OHIO

WBNS

POWER 5000 D • 1000 N • CBS

Rankin

(Continued from page 26)

controversy with the Argentine Peron government; work with Judge Miller on UNESCO activities, the U. S. Advisory Committee on Information and the Government-Industry Radio Advisory Committee.

Before joining the State Dept. Mr. Rankin was with the Office of Inter-American Affairs, serving at Bogota, Colombia, until 1946 when he transferred to the State Dept. At the Inter-American office he was also radio director for several Latin American nations, writing and producing programs in both English and Spanish. He became acting assistant chief of the State Dept. International Broadcasting Division Jan. 1, 1946 and associate chief June 30 of that year.

Mr. Rankin was born in Gaston County, North Carolina, Dec. 5, 1912. He was graduated from U. of North Carolina in 1934 and took graduate work at Duke in 1934-35, returning to U. of North Carolina to study law from 1937 to 1939. In the 1935-37 period he was regional information officer of the Dept. of Agriculture, broadcasting daily on WBT Charlotte. After completing his law studies he went to Washington to do radio production at the Dept. of Agriculture, moving to the Inter-American post.

63% Sponsored

AFTER only one week on the air, WSPD-TV, the Fort Industry Co. television station in Toledo, Ohio, reports 63% of its air time is on a sponsored basis. A total of 29 individual sponsors have been signed. A breakdown of WSPD-TV hours of operation shows 12 hours and 25 minutes per week are commercial and 7 hours and 15 minutes per week sustaining.

NATIONAL Safety Council has congratulated WDRC Hartford, for its "exceptional" highway safety work. Letter from Dan Thompson, council official, extends organization's "warmest thanks."

TV SERVICING COURSE
Home Study and Shop Training
Offered by Philco

PHILCO, through its Service Division, has launched a new long-term program to train experienced radio servicemen in the latest in television servicing. The training is free.

According to John Pell, manager of Television Service, Philco Corp., the new program includes: (1) Home instruction; (2) classroom and shop training in leading video centers and in certain cities where TV stations soon will be on the air, and (3) courses on how-to-do-it and how-to-make-it-pay.

Philco distributors in television cities are cooperating in the program. As a result, it is expected that thousands of competent technicians familiar with all phases of TV servicing and antenna installation will be trained, Mr. Pell said.

The home courses are regarded as "basic training," and comprise a series of 10 lessons. Shop training and classroom work already have been organized in about 50 cities by Philco distributors.

KFDX 'Clean-up' Fund

CAMPAIGN to raise $8,000 for automatic spraying machine in connection with a "Clean-Up" drive to combat polio has been conducted by Wichita Falls, Tex., with the helpful assistance of KFDX Wichita Falls. When asked to cooperate, Sid Grayson, KFDX program director, conducted a popularity contest to select the most popular player on the local Spudders baseball team. Listeners were invited to mail in donations and vote for their favorite player. On the two-hour show over $1,200 was raised for the fund. Various merchants in the area donated gifts to be given to the winning player and formal presentation ceremonies were held at the ball park.

THE HEADQUARTER offices of Centaur-Caldwell Division, Sterling Drug Inc., was moved Aug. 21 to parent company's 43-story building at 1450 Broadway, New York. Former location was at 41 East 42nd St.

Demos Map Radio

(Continued from page 24)

said he had "no speaking engagement" on the day President Truman opens his campaign.

In his package of guide material Mr. Fry included a list of suggestions for utilizing radio during the campaign, FCC regulations concerning political broadcasts which included a summary in non-legal language, and a questionnaire outlining campaign plans and soliciting suggestions. The questionnaire was not made public.

Radio Accord Emphasized

The guide on the proper use of radio recommended: (1) highly conversational, not oratorical speeches (2) engaging the services of an advertising agency experienced in the radio field (3) that stations be selected on the basis of power, coverage, type of audience to which the station caters and whether or not it is a network affiliate or an independent, against buying time opposite an opponent or big-name broadcast (4) buying spots near big-name shows to secure a ready-made audience and paying particular attention to independents having large and loyal followings in the rural areas.

Outlining promotion suggestions the guide warned the candidates that news conferences should be clearly labeled "a press-radio conference" and radio editors and commentators should be invited along with newspaper reporters.

Television plans for the campaign will be covered in subsequent instructions, Mr. Fry said in pointing out that "TV has limited use for our purposes; and stations are few and widely scattered."

On Libel

A summary on political broadcasts explained that "the question of a radio station's liability for libel in connection with political broadcasts, and its right or responsibility for editing or censoring such broadcasts to avoid possible suits for libel, is still in litigation and is undecided."

Workers and candidates were advised that "the best procedure is to take the utmost precaution in the preparation of political broadcast scripts in order to avoid any statement which might be construed as libelous. Whenever possible, a copy of the script should be supplied to the radio station in advance."

Laws governing "equal opportunities" for all candidates were also recited in the manual.

DuMONT Television Network's "Court of Current Issues" has been cited by Institute of Adult Education, Teachers College, Columbia U., as "Best program of its type now available." Program, along with other telecasts, was monitored by Institute's research group. The "Court" is heard Mon., 9:30-10:30 p.m.

MUSIC . . .
SPORTS . . .
24 NEWS . . . hours a day
WINZ
FLORIDA'S
BIG
INDEPENDENT
940 KC
clear channel
FULL TIME
Business Address:
WINZ BUILDING
304 LINCOLN ROAD
MIAMI BEACH
Studios:
MIAMI, MIAMI BEACH
and HOLLYWOOD
Main Studio:
HOLLYWOOD BEACH
HOTEL
Jonas Weiland, President

KFMB
(AND KFMB-FM)
sells
SAN DIEGO
PUT YOUR PRODUCT
IN BEST POSITION
ON THE STATION
WITH BEST POSITION
1000 watts 550 kc
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Now-COMMERCIAL
Television
IN SALT LAKE CITY
Wire, write or phone
for details

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
National Representative:
John Blair & Co.

Blue Book

(*Continued from page 26*)

the licensee of an international station shall render only a service which "will reflect the culture of this country and which will promote international goodwill, understanding and cooperation." On July 14, 1939, FCC "suspended the operation" of this section but it has not been repealed.

3. The Mayflower case (1940) in which FCC ruled a licensee may not be an advocate and which ruling the Commission has reviewed in recent public hearings.

4. The United Broadcasting Co. case (1945) in which FCC held a licensee may not enforce policy of excluding paid broadcasts on controversial matters and restricting such broadcasts to "free" time.

5. Petition of Robert Harold Scott (1946) in which FCC held stations must make time available for temporate arguments in support of the atheistic point of view [See story page 25].

6. Petition of Homer P. Rainey (1947) in which FCC held that notwithstanding Sec. 315 of the Act disclaims any obligation on any station to permit political broadcasts. Commission would not permit a station to adopt policy limiting amount of time allocated each candidate in a primary election to the times and extent involved in that instance.

7. The Capitol Broadcasting Co. case (1947) in which FCC held it is no bar to license renewal that stations air horserace data provided information is not detailed so as to aid bettors or so urgent as to interrupt other shows.

8. Port Huron case (1948) in which FCC held a licensee may not edit or reject a political address because it contains libelous matter.

In support of its contention that a comparative hearing in fact was not afforded WADC, Mr. Simmons argued "a hearing is no hearing if the record made is ignored in the decision."

WADC told the Court that the Commission "by calling for a comparative hearing and then ignoring it in the decision, accomplished the very thing this Court had condemned in the Ashbacker case. By merely changing the sequence of events, it still undertook to grant the competing application *ex parte* and to accord the petitioner a nominal hearing."

Lower Court's Dismissal

Comparative consideration might conceivably be dispensed with, it was noted, where one of the competing applicants might be disqualified under Sec. 310(a) of the Act as an alien or under Sec. 311 as having been found guilty of violating the monopoly laws. "But such was not the case here," the petition said.

The evil was compounded, WADC stated, by the lower court's dismissal of its appeal under Sec. 402(b)(2) of the Act from the WGAR grant. The Court had said that since WADC's application had been denied it was not aggrieved or adversely affected by the WGAR grant and had no standing to appeal.

"Here again there is a rearrangement of the time sequence," the WADC petition pointed out, continuing, "If the Commission, as it was required to do, had given the two applications comparative, instead of sequential consideration, the petitioner would be in a position to test the legal validity of the WGAR grant." This test would be whether the WGAR grant violated the duopoly rule since WGAR is in common ownership with WJR Detroit and some overlap of coverage between the two outlets was acknowledged by FCC. If successful WADC said it then would be "entitled to a grant" of its own application.

"If the law be as expounded by the Commission and the Court," WADC said, "then a formula has been developed to avoid the implications of comparative hearing and a way has been found to get around the Ashbacker case." This formula was given: 1. Determine which of two competing applications you wish to grant; 2. After hearing, consider the two applications in order, taking up first that which you wish to deny; 3. Find an imperfection to sustain denial; 4. Grant the remaining application without opinion.

History of Battle

WADC and WGAR have been long-time rivals for 1220 kc. WGAR won the frequency with 5 kw in 1943, while WADC continued on 1350 kc with 5 kw. Their mutually exclusive applications for use of 50 kw on 1220 kc were filed in late 1945 with comparative hearing designated in February 1946 and held in April of that year. Following issuance of the Blue Book, WADC in early April, before the hearing, substituted a new program description for the one in his application. The substituted description, according to the WADC petition, stated the "applicant proposes to operate as Columbia outlet for Akron and Cleveland, providing complete service of Columbia commercial and sustaining programs, plus augmented programs of local origin, to serve the proposed coverage area."

FCC's proposed decision, issued in October 1946, favored WADC on two counts but denied it on basis of the third, its program proposal. That Mr. Simmons was a local resident and that WGAR would overlap with WJR were cited in WADC's behalf. But these were outweighed by the conclusion that WADC "proposes merely to become a conduit for the network programs" of CBS. In the final decision, WADC stated, FCC indicated that if for any reason it could deny the WADC application, "no comparative consideration of the relative merits of the two conflicting and mutually exclusive applications is required."

The Court of Appeals, through majority of Justices H. W. Edgerton and Bennet C. Clark, held the FCC's action did not constitute censorship and was in accord with the NBC network regulation case. Justice Miller, while concurring in the dismissal, took the opposite view on the censorship issue.

WGAR is represented in the proceeding by the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis.

Close Call for WJPR

TRANSMITTER house and equipment of WJPR Greenville, Miss., was almost destroyed by fire early this month when a nearby cabin burned to the ground. A distance of only ten feet separated the two buildings and by the time firemen arrived the roof of the cabin had fallen in. Only slight damage was done to the transmitter building which station reports housed $30,000 worth of equipment. A check was presented the next day by WJPR to the local Firemen's Fund in appreciation, station reports.

Louisiana Broadcasters Hold Baton Rouge Meet

LOUISIANA Assn. of Broadcasters held a one-day meeting last Friday (Aug. 20) in the auditorium studios of WJBO Baton Rouge.

The broadcasters were welcomed to the meeting by Earl Smith of WLCS Baton Rouge and the following were scheduled to speak: Miss Mary Evelyn Dickerson, State Director of Commerce and Industry, representing the Governor; Fred A. McCae, Southwest Division manager of UP, who was to show the group the new UP television news service film; Walker Saussy, Walker Saussy Adv., New Orleans; Vernon Anderson of KLOU Lake Charles on "Standards of Good Engineering Practice;" and Mrs. Wilbur Carnes Douglas, assistant public relations director of Louisiana State U.

James E. Gordon of WNOE and Fred Weber of WDSU, both New Orleans, were to deliver annual reports as president and secretary-treasurer, respectively, of the association.

Delivering A 3-City Market

A thriving Three-City Market whose industries are EXPANDING— DIVERSIFIED —PERMANENT. Not one alone but the combined effect of the chemical industry, oil production and refining — agriculture and lumbering — shipping and shipbuilding has made an unusually rich and worthwhile market. Let KFDM deliver this market for you.

Affiliated ABC ★ LONE STAR CHAIN
1000 WATTS ★ 560 KC

KFDM

BEAUMONT, TEXAS
REPRESENTED BY
FREE and PETERS

You Can't Go Wrong When They *Write!*

★ 10,997 listeners responded to one program, in a 10-week period!

Basic Mutual Network

WNDR
SYRACUSE, N. Y.

HIGH SCHOOL FOOTBALL will be one of the attractions for Fort Worth televiewers when the city's first television station, WBAP-TV, goes on the air about Sept. 19. Shown completing arrangements for telecasting all high school games played Thursday, Friday and Saturday nights are Marvin Leonard (seated), of Leonard's Department Store, the sponsor, and George Cranston, station manager.

KTBB AIDS FILM MEN

Studios Used in Talent Hunt —For Oil Field Movie—

KTBB Tyler, in the heart of the East Texas oil fields, got in on a Hollywood movie-making effort when Jack Wrather brought his entire company there for an on-location shooting for his oil film, "Strike It Rich."

Story is based on the experiences of Mr. Wrather's father, an oil millionaire.

KTBB helped obtain 1930-vintage cars for the scenes by broadcasting appeal. Its studios were used by the movie director and his staff to audition local people for bit parts. Bonita Granville, actress and wife of producer Wrather, made an appearance on KTBB.

Actors Rod Cameron, Don Castle and Stuart Erwin were also interviewed over KTBB.

TV RATE CARD

WNBT New York Night Charges Up 33-1/3%

WNBT New York, NBC's key television station, last week issued its rate card No. 4, which the network described as "the industry's first full-disclosure television rate card."

The new base hourly evening rate was set at $1,000, a 33⅓% increase over the rate established last April 1. James V. McConnell, director of NBC national spot sales and WNBT sales, said that video set installation in WNBT's area had increased 45% since the setting of the present rates and will have risen 67% above last April by the time the rate card No. 4 becomes effective Oct. 1.

A basic hourly rate for live studio usage was set at $1,000. Present WNBT advertisers will be protected through Dec. 31.

PROGRAM TIME RATES

	1 HOUR	45 MIN.	40 MIN.	30 MIN.	20 MIN.	15 MIN.	10 MIN.	5 MIN.
Class A 6-10:30 p.m.	$1,000	800	750	600	500	400	350	250
Class B 5-6 p.m. 10:30-11 p.m. Mon. thru Fri. 1-6 p.m. 10:30-11 p.m. Sat. and Sun.	750	600	560	450	375	300	260	190
Class C All other Times	500	400	375	300	250	200	175	125

STUDIO USAGE

Studio usage for live programs includes time for rehearsal, standby, studio audience arrangements and other purposes; for film programs, time for rehearsal, pre-broadcast run-through, etc.

Maximum studio time allotted under standard studio usage charge is as follows (studio air time is provided for as part of program time rate):

Program Length	1 HOUR	45 MIN.	40 MIN.	30 MIN.	20 MIN.	15 MIN.	10 MIN.	5 MIN.
Live studio	5 hr	4 hr	3½ hr	3 hr	2½ hr	2 hr	1½ hr	1 hr
Film studio	3 hr	2¾ hr	2½ hr	2 hr	1½ hr	1 hr	¾ hr	½ hr

STUDIO USAGE CHARGE

	1 HOUR	45 MIN.	40 MIN.	30 MIN.	20 MIN.	15 MIN.	10 MIN.	5 MIN.
Live Studio	$1,000	800	700	600	500	400	300	200
Film studio	250	225	200	175	150	125	100	75
Film studio*	125	112.50	100	87.50	75	62.50	50	37.50

* When used in conjunction with live studio or mobile unit.

RETORT

Morgan Answers Attack By Denis

"ONE THING that people seem to forget is that when they don't enjoy their radio they can turn it off, right away," says Neil Morgan of the *San Diego Journal*, in an article taking issue with Radio Editor Paul Denis of the *New York Post*. Mr. Morgan devoted most of his "Air Fare" column in the July 30 *Journal* to a counter-attack against a recent piece by Mr. Denis assailing American radio.

Mr. Morgan quoted a piece by the New York radio editor who wrote, "Pretend you suddenly lost your memory completely and a radio set was your only guide to rediscovering the world around you. I am positive you would be convinced after listening for a few days to your radio that: Americans are uneducated, forgetful, stupid, boisterous, hysterical . . ."—followed by other criticisms of the radio system.

Coming to radio's defense, Mr. Morgan cited NBC's *University Theater* as one of radio's "serious efforts in behalf of improved culture." "Even a victim of amnesia, hearing this and the dozen similarly educational programs, would realize that not all Americans are uneducated," he wrote.

"He (amnesia victim) would also be amazed," Mr. Morgan continued, "that such a maddening variety of programs—good and bad—is available to a radio listener without cost. Here, he would decide, is a generous culture of unselfish sponsors and grateful listeners. Mr. Denis' amnesia victim would be astounded that a radio costing him as little as $9.95 could, day after day, bring him the music of an 85-man symphony orchestra . . ."

Some of the accusations about "frayed radio characterizations" are true, Mr. Morgan stated, "But our amnesia victim—if he's half a mind—would also be annoyed by the tripe he reads in many of his daily papers, by the bad movies he sees, by a drunk, or by a nagging wife. He would not discover radio to be much better, or much worse, than people, and life itself."

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by American

COOL WATER

On Transcriptions: CAPITOL—Tex Williams, Shug Fisher; STANDARD—Texas Jim Lewis; NBC THESAURUS — Slim Bryant; LANG-WORTH — Cote Glee Club.

On Records: Vaughn Monroe—Vic. 20-2923; Sons of the Pioneers—Vic. 20-2076, Vic. 20-1724; Dec. 46027; Kate Smith—MGM 30059; Nellie Lutcher—Cap. 15143; Foy Willing—Maj. 6000; Tex Ritter—Dinning Sisters—Cap. 48026.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

WMPS

MEMPHIS

68

On Your Radio

10,000 W Day Time
5000 W Night Time

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE
TEXAS-OKLAHOMA STATION
Wichita Falls-5,000 Watts-620 KC-CBS
Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

Text

(Continued from page 21)

the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for a person directly or indirectly to own, operate or control more than seven standard broadcast stations[2], or for any person or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than fourteen standard broadcast stations.[3]

If such person controls directly or indirectly fewer than seven standard broadcast stations (referred to in the table below as "Number of Stations Controlled") or if such person or any of its stockholders, officers or directors have a direct or indirect interest in or are stockholders, officers or directors of fewer than fourteen standard broadcast stations (referred to in the table below as "Number of Stations with Interest Less than Control") the maximum limitation shall be as follows:

If the Number of Stations Controlled Is	Then the Maximum Number of Stations with Interest Less Than Control May Be
7	0
6	1 or 2
5	3 or 4
4	5 or 6
3	7 or 8
2	9 or 10
1	11 or 12
0	13 or 14

For FM

The Table is as Follows

6	0
5	1 or 2
4	3 or 4
3	5 or 6
2	7 or 8
1	9 or 10
0	11 or 12

For TV

The Table is as Follows

5	0
4	1 or 2
3	3 or 4
2	5 or 6
1	7 or 8
0	9 or 10

(b) In applying the provisions of subsection (a) hereof to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

(c) The effective date of this rule shall be postponed until January 1, 1953 for existing situations which are in conflict with the rule in order to permit the orderly disposition of interests. This extension will not be applicable to any case where complete disclosure of all facts was not made to the Commission on or before Aug. 19, 1948.

[2] Six in the case of FM and five in the case of Television.

[3] Twelve in the case of FM and ten in the case of Television.

Buys Young Show

LEWIS & HOWE, manufacturer of Tums, through its agency, Roche, Williams & Cleary, New York, has bought the *Alan Young Show*, packaged by Mr. Young as a replacement for *Date With Judy*, heard Tuesdays, 8:30-9 p.m. on NBC, effective Jan. 4, 1949. Sponsor has not decided what disposition it will make of *Date With Judy*. There is a possibility that it will retain show on another network and time.

FOR FINER LATERAL REPRODUCTION

(and other benefits explained in Bulletin #3)

and

COLUMBIA BROADCASTING SYSTEM

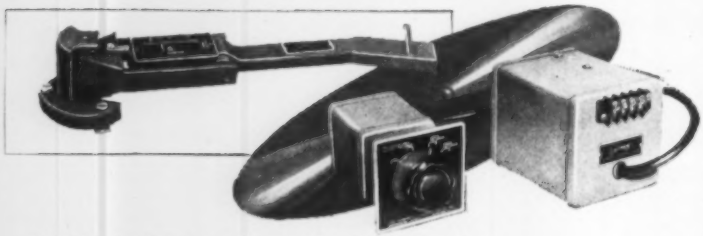
AMERICAN BROADCASTING COMPANY

(as well as hundreds of independent stations)

have placed

GRAY TRANSCRIPTION ARMS and EQUALIZERS

on every transcription table.



Ideal for the New Long Playing Micro-Groove Records

The Gray Transcription Arm gives you improved quality of reproduction, greatly extended life of stylus and recordings, economical operation, as well as low first cost. Due to such features as adjustable stylus pressure, frictionless motion, self-leveling base and the accomodation of any standard cartridge, arm obsolescence is precluded.
Arm, less cartridge, $35.00
The Gray #601 4-position Equalizer for GE Cartridge, finest performance and workmanship, ideal response curves. Matches pickup to microphone channel.
Complete, $42.50

Write for our Bulletin No. 5 on Selected GE Reproducers, with Diamond Styli for almost unlimited life.

GRAY RESEARCH & DEVELOPMENT CO., Inc.

Factory: Hartford, Conn. • Sales: 565 FIFTH AVENUE, NEW YORK 17

Ownership Limit

(Continued from page 21)

est sliding scale.

More significant would be the effect of the proposed regulations upon planned expansion in the newer fields of television and FM. With the limitation of five on TV station control, a number of larger entities, notably in the network and motion picture fields, have been actively exploring prospects of acquiring minority holdings in stations in key markets. Motion picture producers have been investigating the prospects of tying in with exhibitors in desirable markets. Certain of the networks also have planned minority acquisitions in affiliated TV stations. The CBS-*Washington Post* arrangement contemplates that, and CBS has made a deal with the *Los Angeles Times* for minority holdings in KTTV.

The Meredith Publishing Co., Des Moines, likewise has embarked upon a venture whereby it would operate TV stations in several markets through ownership with local AM companies.

Paramount's Situation

Directly affected by the proposed rules are Paramount Pictures Inc. and DuMont Laboratories Inc., in which Paramount owns almost 30%. Paramount has two operating TV stations and three applications. DuMont operates two TV stations, has a CP and has two applications.

The whole Paramount-DuMont situation has been the subject of hearings, but no decision has been handed down by FCC. Paramount has twice asked the FCC to decide the issue since its projects can't move forward in the meantime.

Paramount TV stations are WBKB, Balaban & Katz station in Chicago, and KTLA Los Angeles, owned by another subsidiary, Paramount Television Productions. Paramount has applications at Detroit (United Detroit Theatre Corp.), Boston (New England Theatres Inc.) and Miami (Gulf Theatres Inc.).

DuMont operates WTTG Washington and WABD New York, Its TV applications are for Cincinnati and Cleveland, and the firm has a TV CP for Pittsburgh.

The original FCC grant of the Pittsburgh video application to DuMont brought out the FCC's Jan. 16, 1947, ruling throwing the Paramount-DuMont case into the FCC's hearing procedure.

Paramount owns 43,200 of DuMont's 1,471,040 shares of Class A stock and all of the 560,000 Class B shares. DuMont now is issuing new preferred stock which will not disturb the above relationship except as common stock conversion privileges are exercised.

In designating minority interest limits in each station class, the FCC did not specifically nail down the exact number. Where an entity controls six standard stations, desired to give licensees something for example, it would be allowed a maximum of "1 or 2" minority interests. It was explained informally that the Commission simply "to shoot at" when arguments are heard.

Greatest interest appeared to center upon the television limitations. A single entity or person could hold a maximum of "9 or 10" minority interests if no controlling interests were held. "Control" as described in the proposed regulations does not necessarily mean majority stock ownership "but includes actual working control in whatever manner exercised."

In applying the provisions to stockholders of a corporation which has more than 50 voting stockholders, only those stockholders would be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

The present "duopoly" rule, which prevents overlap or multiple ownership of more than one station of the same class in an area, is unchanged by the new rule. At present there is no formal rule limiting the number of AM stations one individual or group may own, but under the unwritten rule adopted several years ago the limit is "seven plus" stations but not eight.

Sets for Phonevision

DESPITE official denials from AT&T that its Bell companies have made arrangements for handling Phonevision, Zenith Radio Corp. originator of the pay-as-you-see television system, announced Wednesday in Chicago that its fall line of television sets would be designed so they could be converted to receive Phonevision. Company officials declined to say when the service would be available or what arrangements would be made with the telephone companies.

GAMBLE-SKOGMO Inc., Minneapolis, reports July sales at $13,613,064, an increase of 17.64% over that month's sales last year. Sales for first seven months jumped 7.89% over comparative period in 1947.

CHNS

HALIFAX NOVA SCOTIA

Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!

THEY want the BEST!

Ask

JOS. WEED & CO.,

350 Madison Ave., New York

About the

Maritimes Busiest Station

5000 WATTS—NOW!

RADIO AND TOBACCO ROAD

Nostalgic Word Picture of Radio's Early Days
Also Portrays TV's Impact

MANY characteristics evident during the current weaving of televison into our social pattern were included in nostalgic picture of radio in its early days, painted in a talk by Charles Hall Evans, former president of the American Pharmaceutical Assn.

"Your radio station and its influence for good in the community from an educational, religious and cultural standpoint like the influence of our churches and schools can never be measured in a monetary sense," Mr. Evans told the audience.

Indicating that he was "thoroughly sold" on the value of radio and a good radio station within a community, Mr. Evans pointed out that "properly operated your radio station will mean more . . . in the educational and cultural value than any other media."

Mr. Evans started and continued his nostalgic review of radio in this vein:

"My first experience selling music was in the early 20's and it left a bad taste in my mouth . . . I am not a musician. I can not even carry a tune much less play an instrument, but I am a fool about music and listen to the radio religiously. We all love music. The radio through its musical programs exerts a powerful influence. About two years later my brother attended a dance where the music was furnished by a new invention, the orthophonic Victrola. He reported that this new machine furnished the most lifelike music possible and urged me to go to Atlanta and secure the agency . . . After listening to several types of instruments, I left around noon with the agency and a signed order for $1,250 worth of the things.

Selling Selection

"In selling the machines it was necessary that the proper selection of records be made to demonstrate to the prospective buyer. For instance for the average family in the rural sections I would play two or three good fiddling records like "Ida Red," "Sally Goodwin," "Arkansas Traveler," or "Turkey in the Straw." This would loosen up the old man where he would tap his foot while the old lady would pat her knees with her hands. Then for the lovesick teen age boy or girl, and there was always one or more, I would play "My Blue Heaven" and "Ramona." And after selling the children with these I would conclude the demonstration with one or two good old gospel hymns like, "I'm Bound for the Promised Land," and "When They Ring Those Golden Bells." When the bells would begin to ring you would see the old lady reach for her apron to dry her eyes and the old man would sniff a time or two as he softened up. This was the signal to close up shop. So with an apology for not continuing the program longer due to other demonstrations to be made I would close the lid, reminding them that I could leave the instrument if they wanted to buy it and go back to town to get another for the other demonstrations. The sale was made, of course. Then began the sale of records as music brought education, culture, happiness and love of home to our people.

"Then in about two years the radio came on the market and I recall in a county south of us I would take the battery type radio, with batteries and aerial attached, for demonstration in a farm home. Usually the old man, his wife, Uncle Tom, Aunt Fanny and ten or twelve children would be on the front porch. By the time I could drive up and unload the radio everybody would clear out except the old man. Without much explanation I would string up the radio and in a couple of minutes the music was on. Then the old lady would come out of the kitchen, Aunt Fanny would emerge from the closet and the kids would begin to crawl out from under the beds and from under the house. Occasionally an old sow with a litter of pigs would amble through the back porch stopping to listen to the music also. The sale was made and then two more years elapsed.

"On going back to trade for a new model there was all the difference in the world. An educational process had been going on in the backwoods. There was no fear of the white collar man being a 'revernoor.' When the car stopped the old man came out and invited us in, the old lady proudly displayed a fresh dress made from feed sack prints advertised over the radio; Uncle Tom was extolling the virtues of Maxwell House coffee as he puffed his Prince Albert and told of his favorite barn dance program. Bright eyes, bright faces, the children entered into the conversation with gleaming teeth brushed with tooth paste as advertised over the radio. Favorite preachers, Sunday School teachers and various other indications of the wonderful influence the radio had been in the education of these simple country folk. Poise, dignity, intelligence radiating in the features of all, thanks to the radio."

AROUND SAN FRANCISCO

IT'S KGO WHEREVER YOU GO

THREE TRUSCON STEEL RADIO TOWERS SERVE THIS POPULAR STATION

On the edge of San Francisco Bay, these three 304-feet Truscon Radio Towers enable KGO to *GO* and *GO* with high efficiency. KGO is a 50,000 watt station, owned by American Broadcasting Company, and reaches beyond Northern California into the Oregon and Nevada area. The three Truscon Steel Radio Towers shown here were designed from a location and structural standpoint to best assure continuous service to this large audience.

Field experience and manufacturing facilities make it possible for Truscon to meet adequately the individual requirements of every broadcasting installation. This assures satisfactory, trouble-free operation and ability to meet changing conditions in the AM, FM and TV fields.

Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio, or any of the numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY • Youngstown 1, Ohio

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED **TOWERS**

In The Public Interest

WHEN FIRE destroyed the home of a family of eight in Framingham, Mass., WKOX that city went into action immediately to aid the victims. Jim Robbins, WKOX news editor, learned of their plight and relayed the information to Manager Dick Adams. Mr. Adams assigned Lee Emmerich, m.c. of *Date With a Disc*, to conduct a campaign for contributions. Listeners to the twice daily show were urged to help in any way they could, with the result that the family found temporary housing facilities, credit at a super-market until the father is able to return to work and sufficient clothing to keep the family well clothed for several months.

* * *

WMNB Boosts Bloodmobile

RINGING of the telephone interrupted everything, including commercials, for two days on the *Song Shop* program over WMNB North Adams, Mass., but it was for a good cause. When the quota of registrations for the Red Cross Bloodmobile fell behind in the North Adams area, Red Cross officials called WMNB for aid. Ben Hubley, program manager and m.c. of *Song Shop*, set up a telephone in the studio and announced: "Everything stops at the *Song Shop* today when the phone rings with a Bloodmobile registration." Within two days, station reports, the quota was over the top with 165 registrations, 96 names taken on the program.

DEDICATION of this $240,000 Radio Center Bldg. on the Indiana State Fairgrounds at Indianapolis will take place Saturday, Sept. 4, with FCC Chairman Wayne Coy and several industry notables participating. More than 40 Indiana stations, both AM and FM, will take part in the dedicatory broadcast at 3 p.m. The new building, which houses 12 modern radio studios on the upper floor and a race horse paddock on the ground floor, has been erected by the Indiana State Fair Board as a symbol of appreciation for and recognition of broadcasting's contribution to the success of the annual Indiana fairs. The Gemmer-Culp Inc. agency at Fort Wayne, which represents the State Fair Board in matters pertaining to radio and television, has announced that demonstrations of TV and facsimile will be Fair Week features in the new building. The agency announced that it worked in close cooperation with the Indiana Broadcasters Assn. on plans for the Radio Center and the dedicatory program.

* * *

WMAS' 11-Minute Search

SPEED of radio news and station cooperation has been praised by Western Union officials at Springfield, Mass., following a service rendered them by WMAS Springfield. The Western Union office called WMAS and asked for assistance in locating a woman who had previously lived in the area but whose residence was now unknown. The woman was sought for a message concerning a death in her family. WMAS aired the information at 2 p.m. The item was heard by a neighbor of the missing woman's sister in Suffield, Conn. She informed the sister who in turn called Western Union and gave them the address they were seeking. The entire cycle of calls was completed in 11 minutes, ending with a call of thanks from Western Union to WMAS.

* * *

WIBC Talking Car

A CAR that talks, and has a lot to say, is the latest attraction on the streets in Indianapolis. This car doesn't indulge in idle chatter, however. It talks safety in a simple forceful manner that attracts children listeners wherever it stops. The voice and personality were given to this car by a group of WIBC Indianapolis officials who met with the Police Department and the Chamber of Commerce Safety Division to work out a campaign against the increasing child accident rate in the city. The car has been equipped with a wire recording playback machine in the trunk, amplifiers under the hood and switches on the dashboard that are turned on as the officers get out of the car. Thus, the empty car begins to talk. It also tells a story about a little boy, complete with sound effects. Mayor Al Feeney talks with the car, by means of recordings, as does WIBC's disc jockey, Easy Gwynn, who plays safety tunes and tells stories. As children approach the talking car they are greeted personally by means of a mobile transmitter operated a short distance away. Officials report great success of the touring talking car.

* * *

Hospital Television Campaign

CAMPAIGN for voluntary contributions to provide television receivers for hospitals in the Washington area is being conducted by Bill Herson through his daily morning *Timekeeper* show over WRC Washington. Local television distributors are making the sets available at wholesale cost. Mr. Herson collected enough in the first week of the campaign to purchase one video set and is now aiming at a set-a-week. Receivers are placed in hospital wards with a different make of set given to each hospital.

* * *

Vote of Thanks

VOTE of thanks has been voiced by the patients of the Lee County Hospital in Sanford, N. C., to WWGP Sanford for the station's effort in getting electric fans in the rooms and wards. When W. W. Primm, WWGP president and general manager, learned of the hospital's need he offered the station's facilities to raise $1,000 for the fans. The Heins Telephone Co. of Sanford agreed to furnish broadcast lines from the hospital to WWGP and the station broadcast a special show. Program Director Jerry Bowman and announcer Johnny Gill handled the broadcast, telling listeners of the need and asking them to call WWGP and make pledges. When the 50-minute show was concluded, a total of $1,202 had been pledged..

* * *

Visits Injured Fan

LOYAL listeners to Stan Warren, "The Record Man" of WSAP Portsmouth, Va., find that Mr. Warren is also loyal to them when the need arises. A young fan recently injured his back and was in the hospital, paralyzed from the neck down. When he heard that his favorite band leader, Xavier Cugat, was to make a personal appearance nearby he was even more unhappy over his condition. His mother called Mr. Warren at WSAP and asked if he could help. Mr. Warren immediately arranged for the band leader to visit the boy at the hospital. Mr. Cugat was more than willing and he left the boy an autographed album, photos and a wire recording of the visit, plus great physical improvement, according to hospital authorities.

* * *

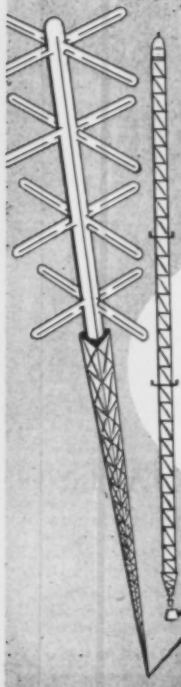
Playground Equipment Fund

FUND RAISING drive to purchase equipment for the Washington County Children's Home by WJPA Washington, Pa., raised over $1,000 according to the station. The drive was plugged daily on two newscasts and an hour long record show each day carried dedications to people pledging $1.00 or more. To climax the drive, WJPA reports it put on a two-hour jamboree featuring a local orchestra and vocalist.

TOWER CONSTRUCTION

has satisfied over

500 CUSTOMERS FROM COAST-TO-COAST



You just can't beat experience in tower construction and maintenance—especially when it's such successful experience as we've enjoyed over the past ten years. Operating numerous skilled crews throughout the country places our superior services at your command for any scheduled or emergency jobs.

A phone call, wire, or letter brings you our Consultation Service without any obligation.

TOWER CONSTRUCTION CO.

402 Commerce Bldg. Sioux City 9, Iowa Phone 5-6761

• *Radio Tower Erection* • *Maintenance* • *Ground Systems*

• *FM Antennas and Coaxial Transmission Lines*

Canadian FM

(Continued from page 30)

General Areas	Channel Number
Kimouski	268
New Carlisle	276
Shawinigan Falls	272,276
Joliette	261
St. Jerome	270
Lachute	280
St. Agathe des Monts	251
Donnaconna	279
Val d'Or	251
La Tuque	284
Montmagny	286
St. Anne de la Pocatiere	292
Riviere du Loup	296
Chicoutimi	221,225
Arvida	229
Roberval	252
Mont Joli	272
Amos	247
ONTARIO	
Toronto	221,251,256,260,264,271,283,287
Kitchener	244,291
Sarnia	248,268
Ottawa-Hull	221,226,230,269,273,277
Sudbury	223,249,288
Chatham	236,264
Stratford	252,272
Welland	269
Kingston	242,258
Windsor	221,230,286,294
North Bay	235,292
Belleville	237,246
Brockville	266,271
Cornwall	283,299
Pembroke	224,297
Kirkland Lake	229,268
Woodstock	295
Owen Sound	222,227
Fort William-Port Arthur	232,274,278,282
Kenora	228,269
New Liskeard	225
Brantford	226,234
Niagara Falls	237,262
London-St. Thomas	224,228,232,240
Orillia	240
Oshawa	228,298
Peterborough	268,294
St. Catharines	249,285,289
Hamilton	231,266,275,300
Galt	247
Guelph	278
Wingham	238
Barrie	236
Kapuskasing	245
Timmins	233,272
Sault Ste. Marie	263,283
Fort Frances	224
Sturgeon Falls	239
MANITOBA	
Winnipeg	221,232,248,252,272,276
The Pas	289
Flin Flon	222
St. Boniface	256
Transcona	262
Portage La Prairie	268
Dauphin	225
Brandon	241,280
Selkirk	285
SASKATCHEWAN	
Regina	231,235,245,259
Swift Current	253
Yorkton	292
North Battleford	268
Weyburn	300
Saskatoon	221,226,256
Prince Albert	264,282
Moose Jaw	239,249
Melville	296
ALBERTA	
Medicine Hat	228
Lethbridge	232,265
Calgary	234,240,271,276,280
Edmonton	224,251,258,262,290
Red Deer	244
Grand Prairie	255
BRITISH COLUMBIA	
Vancouver	221,249,257,278,289,293
Victoria	253,273,285
Vernon	222
Rossland	294
Kamloops	252
Penticton	298
New Westminster	266
North Vancouver	228
Nanaimo	237
Powel River	240
Prince Rupert	260
Port Alberni	244
Prince George	264
Dawson Creek	269
Chilliwack	270
Princeton	283
Trail	289
Nelson	285
Kelowna	246
YUKON	
Dawson City	221
Whitehorse	223
NORTHWEST TERRITORIES	
Yellowknife	221

REPRESENTED Nationally by Adam J. Young, Inc

AIRCRAFT CARRIER TV

NBC to Telecast 'Leyte' Actions 35 Miles Out

NBC on Aug. 29 will undertake what it describes as its most difficult television engineering project. It will send its video cameras to sea to telecast an aircraft carrier's actions 35 miles off the New York coast.

A full pictorial account of the maneuvers of the *U. S. S. Leyte* will be relayed back to shore during the specially scheduled program, Sunday, Aug. 29. It will be carried by the entire NBC Eastern video network at 3 p.m.

The network last April conducted a somewhat similar experiment when it put cameras aboard the submarine *U. S. S. Trumpetfish* at the Brooklyn Navy Yard, and telecast the entire operation as the craft submerged and surfaced.

NBC will send a technical staff of 18—the largest engineering crew ever assigned by the network to a single telecast except during the political conventions. Four cameras, and an announcing, directing and programming crew of about a dozen or so, will be aboard.

College Plans Station On Its Campus Sept. 15

A NEW carrier current station will be put into operation by Lindenwood College, St. Charles, Mo., when students return to school Sept. 15.

The station will be managed by Pat Stull, former continuity director of WCTL Carbondale, Ill., and will be under the direction of Martha Boyer, associate professor of speech.

Twenty-two hours of college work in the field will be offered including continuity writing, radio music, radio speech, production and advanced radio techniques.

Three studios are now being constructed. The 25-w transmitter is being installed by Concordia Recording Co. of St. Louis.

NORTHWESTERN U. has accepted eight graduates from its Medill School of Journalism for new graduate course in Television News. Instructor is Spencer Allen, director of newsreel department of WGN-TV Chicago.

Speed pays...whether it's

Movies

Newsreels and preview films get the "Air Express treatment" because the motion picture industry knows *speed pays.*

Aviation

To get replacement parts the *fastest way*, the aviation business uses Air Express as standard procedure. *Speed pays.*

Wholesaling

Many wholesalers standardize on Air Express shipment. They can offer wider variety, better service, keep inventories low. *Speed pays.*

Speed pays in your business, too!

And when you're talking speed, remember Air Express is the *fastest possible way* to ship or receive. Shipments go on all flights of Scheduled Airlines. That means round-the-clock service—no waiting around. Door-to-door service at no extra cost. Rates are *low.* 27 lbs. goes 900 miles for $7.46; 8 lbs. for only $2.57. Phone local Air Express Division, Railway Express Agency, for fast shipping action.

- Low rates—special pick-up and delivery in principal U. S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.

AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U. S.

BROADCASTING

THE COMPLETE NEWSWEEKLY OF RADIO AND TELEVISION

Only in BROADCASTING do you find news of ALL radio—AM, FM, TV—told all in one book, told tersely, told in the week it happened.

A few seconds to sign and mail the attached coupon insures you a full year of lens-sharp radio background—facts that mean dollars and cents by being better informed through BROADCASTING.

Mail the coupon today!

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please enter my subscription to BROADCASTING and the 1949 YEARBOOK.

1 YEAR ☐ $7 2 YEARS ☐ $12
Add $1 a year for Canadian or foreign postage
☐ BILL ME

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
• 52 WEEKLY ISSUES AND 1949 YEARBOOK •

MAIL TODAY

Districts 10-12

(Continued from page 29)

Citv: Dick Evans, KCMO Kansas City; Fred Ebener, WOW Omaha; John Esau, KTUL Tulsa; Bruce Eells, Bruce Eells & Assts., Hollywood.

F

H. M. Feltis, BMB New York; J. Noland Franz, KMBC Kansas City; J. A. Flaherty, WDAF Kansas City; Paul R. Fry, KBON Omaha; Harold Fair, NAB Washington; Harold W. Fulton, WHO Des Moines; T. J. Flanagan, Katz Agency, Kansas City.

G

John J. Gillin, Jr., WOW Omaha; Norman R. Glenn, Sponsor Publications Inc., New York; Ken Gfeller, WHO Des Moines; Milton Garber, KCRC Enid, Okla.

H

Austin A. Harrison, KSWM Joplin, Mo.; Ray V. Hamilton, Blackburn-Hamilton Co., San Francisco; John P. Harris, KIMV Hutchinson, Kan.; Gus Hagenah, Standard Radio, Chicago; L. L. Hilliard, KOLT Scottsbluff, Neb.; Del Haney, KAYS Hays, Kan.; Herschel Hollard, KGNO Dodge City, Kan.; William L. Hurley, KIOA Des Moines; Hugh M. P. Higgins, NAB Washington; Kolin Hager, SESAC New York; Glenn Harris, KMA Shenandoah, Ia.; William A. Hannon, Employers Reinsurance Attv., Kansas City; E. K. Hartenbower, KCMO Kansas City; Jack Huston, KFOR Lincoln, Neb.; Carl Haverlin, BMI New York; Milton J. Hinlein, KDRO Sedalia, Mo.; Edward Hall, CBS New York.

J

Myles A. Johns, KCBC Des Moines; Dale Johns, United Press, Des Moines; Ray V. Jensen, KSAL Salina, Kan.; Paul C. Jones, KBOA Kennett, Mo.

K

Peter J. S. King, SESAC, Inc., New York; Karl Koerper, KMBC-KFRM Kansas City; Harry Kaufmann, WDAF Kansas City; J. W. Knodel, Avery-Knodel, Inc., Chicago; A. J. Koelker, ABC Chicago; George A. Kercher, Edward Petry & Co., St. Louis.

L

Llovd D. Loers, KGLO Mason City, Ia.; Elmer R. Leu, KWPC Muscatine, Ia.; Edmund J. Linehan, KSO Des Moines, Ia.; Rex Lathen, KMMJ Grand Island, Neb.; Paul A. Loyet, WHO Des Moines; Buryl Lottridge, WOC Davenport, Ia.; John Langlois, Lang-Worth, New York; Maury Long, BROADCASTING, Washington.

M

Dale W. McCoy, KFBI Wichita, Kan.; M. E. McMurray, KMBC Kansas City; L. C. McKenney, KDMO Carthage, Mo.; Justin Miller, NAB Washington; John S. Major, WREN Topeka, Kan.; L. A. "Jiggs" Miller, KFAB Omaha; Clint Morrill, KCMO Kansas City; Charles D. Miller, KRNT Des Moines; Jim Moore, KMA Shenandoah, Ia.; Peter MacDonald, KSAL Salina, Kan.; Frank Mathews, KFH Wichita, Kan.; Al Marlin, BMI New York; Clem Morgan, KAYS Hays, Kan.; Richard P. Meek, WMBH Joplin, Mo.; Carl H. Meyer, Andrew Corp., Chicago.

N

James L. Neal, KAKC Tulsa, Okla.; W. J. Newens, KOIL Omaha; Cy Newman, Meneough, Martin & Seymour, Des Moines; Charles W. Nax, KWGD St. Louis.

O

Bill Oliver, KFOR Lincoln, Neb.; Em Owen, KXEL Waterloo, Ia.; Robert H. O'Brien, KSWI Council Bluffs, Ia.

P

Don Petty, NAB Washington; Harry D. Peck, KFOR Lincoln, Neb.; Frank Pellegrin, KSTL St. Louis; Nicholas Pagliara, WEW St. Louis; Bob Pratt, KGGF Coffeyville, Kan.; D. J. Poynor, WMBH Joplin, Mo.; K. W. Pyle, KFBI Wichita; David Pasternak, KSD St. Louis.

Q

Wm. B. Quarton, WMT Cedar Rapids, Ia.

R

Paul Roscoe, KRES St. Joseph, Mo.; Harry K. Renfro, KXOK St. Louis; E. Manne Russo, WDAF Kansas City; John E. Riesen, KVSO Ardmore, Okla.; Bill Ring, KWTO Springfield, Mo.; Trohman Robinson, KGNO Dodge City, Kan.

S

F. C. Strawn, KCMO Kansas City; E. E. Siman, Jr., KWTO Springfield, Mo.; Clair L. Stout, Dow, Lohnes & Albertson, Washington; Donald D. Sullivan, WMT Cedar Rapids, Ia.; Weldon Stamps, KSEO Durant, Okla.; Virgil Sharpe, KOIL Omaha; Bud Suter, KGLO Mason City, Ia.

T

Karl Troeglen, KCMO Kansas City; Sid Tremble, KCMO Kansas City; C. L. Thomas, KXOK St. Louis; Archie Taylor, KANS Wichita; James L. Todd, KSIW Woodward, Okla.

U

Bob Uhrig, Graybar Electric Co., Kansas City.

V

George J. Volger, KWPC Muscatine, Ia.; Ray Van Hosser, KBOA Kennett, Mo.

W

Charles Wiesmann, KRES St. Joseph, Mo.; G. Pearson Ward, KTTS Springfield, Mo.; William Wyse, KWBW Hutchinson, Kan.; A. D. Whisemant, KCLO Leavenworth, Kan.; Bob Wells, KIUL Garden City, Kan.; Bill Wiseman, WOW Omaha; Woody Woods, WHO Des Moines; Edward Wegener, WOI Ames, Ia.; Gordon J. Wardell, KGBX Springfield, Mo.; Sidney L. Wise, KCRC Enid, Okla.; Pierre Weis, Lang-Worth, New York.

Philadelphia Radiomen's Service Assn. Sues RCA

SUIT for $210,000 damages and an injunction against Radio Corp. of America and RCA Service Co. Inc., was filed in U. S. District Court in Philadelphia Monday on charges the firms violated the Federal anti-trust laws.

Action was filed by Melvin Alan Bank, attorney for the Philadelphia Radiomen's Service Assn. and listed nine radio and television servicemen and dealers as plaintiffs.

The servicemen complained that when RCA sells a television set to a consumer it requires the purchaser to enter into a contract with RCA Service Co., a wholly-owned subsidiary, to do all maintenance and repair work. Mr. Bank called this practice restraint of trade and claimed it caused hardship to 300 members of the association.

"MEMO From Lake Success," a United Nations radio division English feature which has been heard over the Trans-Canada Network, will be aired over CBS beginning sometime in September, coincident with the opening of the UN assembly in Paris.

WARD-FM in Johnstown Has Official Dedication

OFFICIAL dedication of WARD-FM, sister station of WARD Johnstown, Pa., was held last Monday (Aug. 16). The station will operate independently of WARD, giving precedence to special events and public service.

The station plans to carry all of the Pittsburgh Pirate baseball games. The games were carried last year by WARD, but CBS commitments forced curtailing of the schedule this year so that only Saturday and Sunday afternoon games could be heard. Since the announcement that WARD-FM would carry the games, dealers report FM sales have increased.

WARD-FM operates on Channel 287 (105.3 mc).

GENE AUTRY, star of his own CBS show, is currently on annual fall tour with show. Program will originate from Milwaukee Aug. 29; from Chicago Sept. 5 and 12; St. Paul Sept. 19 and 26; New York Oct. 3, 10, 17, 24; Boston Oct. 31 and Nov. 7.

Polio Diagnosis

IN NORTH CAROLINA, where infantile paralysis has hit hard this season, the citizenry is intensely interested in the cause of polio. And in Charlotte 70-year-old William W. Moyle believes he has the real answer. In fact, he telephoned the *Charlotte Observer* to report on his findings. "Too much broadcasting," he said. Asked for more details, he commented: "It's all these radio stations keeping the air stirred up all the time . . . Radioactivity. You remember about Hiroshima and Nagasaki? . . . We're walking around in blue fire only we don't see it and we don't feel it—till the polio strikes us. What we got to do is cut down on the energy of these broadcasting stations—or else get shoes and clothes that won't pick it up."

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

DIST. 9 PLANS

Caley Looks for 1949 Meeting Site

FUTURE meetings of NAB District 9 will be held outside Chicago, according to Charles C. Caley, WMBD Peoria, Ill., who already is looking over sites for the 1949 session. Mr. Caley was reelected district director at the Aug. 12-13 meeting at the Palmer House, Chicago [BROADCASTING, Aug. 16].

One of the likely sites for the 1949 district convention is a resort town in Wisconsin, where Mr. Caley feels the delegates will stay close to the meeting room. When only 25 took part in the directorship voting during the District 9 Chicago sessions Mr. Caley was openly irked and implied the membership had shown a lack of "proper respect" for the NAB headquarters staff, which is making a three-month tour of NAB district meetings.

At the second day's meeting in Chicago Walter Schwimmer, president of Radio Features Inc., in discussing giveaway programs said "it is unfortunate radio stations have to legislate against themselves." Mr. Schwimmer favors giveaways. He urged NAB to re-examine lottery aspects and charged the association is not taking "two-fisted action."

Harold Fair, NAB program director, said that in his opinion FCC is asking for "another bloody nose, because if you're running a lottery it's a criminal offense and up to the courts to decide and it's none of the FCC's business."

District 9 adopted a series of resolutions similar to those adopted by Districts 7 and 8 [BROADCASTING, Aug. 16] and added one calling on the committee on code compliance to make a continuing study of periodic improvements.

List of registered delegates at the meeting follows:

A

Arthur, Don, WDUZ Green Bay, Wis.; Arney, C. E. Jr., NAB, Washington; Arnold, George Jr., WTAD Quincy, Ill.

B

Barnhart, Charles E., WMBD Peoria, Ill.; Barton, J. L., Capitol Transcriptions, Hollywood; Batson, Charles, NAB, Washington; Bill, E. L., WMBD Peoria, Ill.; Burghart, W. T., WTAD Quincy, Ill.; Blackburn, J. W., Blackburn-Hamilton, Washington; Bondurant, Hale, WJBC Bloomington, Ill.; Boyd, Al, WLS Chicago.

C

Caley, Charles C., WMBD Peoria, Ill.; Ceasar, George P. E. Jr.; Cook, Charles R., WJPF Herrin, Ill.; Cooper, F. M., WDUZ Green Bay, Wis.; Corken, M. J., WHBF Rock Island, Ill.

D

Davis, J. D., Michigan State College, East Lansing, Mich.; Davison, Walter, Capitol Transcriptions, Hollywood; Dewing, H. L., WCVS Springfield, Ill.; Dilliner, E. E., WDZ Tuscola, Ill.; Doherty, Richard P., NAB, Washington; Dorrell, Ward, C. E. Hooper Inc., New York; Dougherty, W. E., WQDI Quincy, Ill.

E

Eells, Bruce, Bruce Eells & Assts., Hollywood; Eidman, B. R., WAAF Chicago; Emerson, Walter, WENR Chicago; Estelle, Jacke, Andrew Corp., Chicago.

F

Fair, Harold, NAB, Washington; Felix, Hugh, BMB, New York; Greeley, George WOSH Oshkosh, Wis.; Grignon, G. W., WISN Milwaukee.

H

Hagenah, Gus, Standard Radio, Chicago; Hager, Kolin, SESAC, New York; Harre, Arthur F., WJJD Chicago; Haverlin, Carl, BMI, New York; Higgins, Hugh M., NAB, Washington; Hirsch, O. C. WKRO Cairo, Ill. Holm, Wm., WLPO LaSalle, Ill.; Huber, Mike, WGIL Galesburg, Ill.

I

Isaac, George F., WCNT Centralia, Ill.

J

Johnson, Leslie, WHBF Rock Island, Ill.; Jones, R. B. Jr., WIRL Peoria, Ill.; Joss, Jerry, Radio Features Inc., Chicago.

K

Keller, O. J., WTAX Springfield, Ill.; Kelly, Malcolm, Andrew Corp., Chicago; Koelker, A. J., WENR Chicago; Kutsch, W. J., WMMJ Peoria, Ill.; Kynaston, Don D., WMBD Peoria, Ill.

L

Laird, Ben, WDUZ Green Bay, Wis.; Lamons, R. P., Federal Tel. & Radio Corp., Chicago; Lane, C. H., WJJD, Chicago; Langlois, John, Lang-Worth, New York; LePoidevin, H. R., WRJN Racine, Wis.

M

Merrill, Lindsay, WSOY Decatur, Ill.; Livesay J. R., WLBH Mattoon, Ill.; Long, Maury, BROADCASTING, Washington; McRoy, P. F., WCIL Carbondale, Ill.; McGillvra, J. H., New York; Miller, Justin, NAB, Washington; Milward, Art, WMIX Mt. Vernon Ill.; Moser, J. B., Radio Features Inc., Chicago; Mueller, Fred C., WEEK Peoria, Ill.; Nelson, Robert, WDUZ Green Bay, Wis.

O

O'Bryan, P. A., Dow, Lohnes & Albertson, Washington.

P

Patterson W. K., WSIV Pekin, Ill.; Petty, Don, NAB, Washington; Potter Ben H., WHBF Rock Island, Ill.

Q & R

Quick, C. H., WBYS Canton, Ill.

Reilly, Bill, NBC, Chicago; Richard, G. B., WHBL Sheboygan, Wis.

S

Safford, H. A., WLS Chicago; Schmitt, K. F., WIBA Madison, Wis.; Shannon, J. M., J. Walter Thompson Co., New York; Sill, Jerome, WMLO Milwaukee; Sinnett, R. J., WHBF Rock Island, Ill.; Squire, Burt, BMI, Chicago; Swisher, Gerald, Associated Press, Chicago.

T

Tracy, E. C., RCA Victor, Chicago; Thompson, Bill, BROADCASTING, Chicago.

W

Walter, John M., WJPG Green Bay, Wis.; Weis, Pierre, Lang-Worth, New York; Wilson, T. W., Dow, Lohnes & Albertson, Washington; Wirth, Don C., WNAM, Neenah, Wis.

Dividends of Faith

THE UNWAVERING confidence of Dick Wegener, business manager of KCOK Tulare, Calif. in Bob Mathias, 17-year-old Tulare High School athlete, was rewarded when the youth won the Olympics Decathlon crown in London. Mr. Wegener had arranged with BBC several weeks in advance of the meet for a special interview with the youth for KCOK. The day following his victory, the world's youngest Olympics champion was interviewed by BBC's Colin Wills in London. The shortwave broadcast was picked up in KCOK's studios and rebroadcast the same day. The following day KCOK's sister stations, KYNO Fresno and KAFY Bakersfield, released the program.

WBKB Will Air Chicago Rockets' Games at Home

COMPLETE schedule of Chicago Rockets professional football games at home will be televised exclusively on WBKB, the Balaban and Katz video station in Chicago, for the second successive year.

The team, a member of the All America Football Conference, will play seven home games—four on Friday nights, two on Sunday afternoons and one on Thanksgiving morning. Season opens Friday night against the Los Angeles Dons at Chicago's Soldier Field.

Three video cameras will be placed on the Western sideline, two on the 50-yard line and the other at the 25-yard mark closest to the south goal, according to Capt. William C. Eddy, station director.

TELEVISION receivers and radios contributed a major portion to the high sales volume recorded by Crosley Distributing Corp. during the first half of this year. Sales were higher than at any other time in the company's history.

Top photo: Front, l to r—Harry Le Poidevin, WRJN Racine, Wis.; Charles C. Caley, president, WMBD Peoria, Ill.; Leslie Johnson, WHBF Rock Island, Ill.; rear, l to r—James E. Edwards, president Agricultural Broadcasting Co., owner WLS Chicago; Charles (Chick) Freeman, WLS sales manager.

Middle photo, l to r: John M. Walter, WJPG Green Bay, Wis.; W. T. Burghart, WTAD Quincy, Ill.; Jerome Sill, WMLO Milwaukee.

Bottom, l to r: Don C. Wirth, WNAM Neenah, Wis.; A. J. Koelker, WENR Chicago; George Creeley, WOSH Oshkosh, Wis.; Robert Nelson, WDUZ Green Bay, Wis.

Knoxville Divided On WIBK Question

Councilmen Defend Evangelist's Station; C. of C. Attacks It

WARFARE of public opinion is mounting rapidly in the area of Knoxville, Tenn., over Evangelist J. Harold Smith and his WIBK Knoxville, according to reports received last week that:

● Knoxville Chamber of Commerce had adopted resolution favoring revocation of WIBK.

● Knoxville City Council on Tuesday adopted resolution rapping the Chamber's action and addressing to FCC its view WIBK should not be revoked since station is being "operated in interests of the people."

● Letters of protest to ex-FCC Comr. Clifford J. Durr's ruling that Rev. Smith was unfit to continue operating WIBK have surged well over 2,000 mark with some 500 being received at Commission over previous weekend.

Meanwhile Rev. Smith has filed formal exceptions at FCC to the ruling by ex-Comr. Durr and has requested oral argument before the Commission.

Mr. Durr's finding, a recommended decision which yet must be passed upon by the Commission, was made after a lengthy inquiry into alleged misrepresentations by Rev. Smith in obtaining WIBK and into the evangelist's complex religious and business activities. The former Commissioner had determined that Rev. Smith "lacks the requisite qualifications of a licensee" and recommended denial of WIBK's requests for license to cover its construction permit and for an FM station permit. [BROADCASTING, July 5].

Answers Durr Charges

Rev. Smith has taken his fight to retain the station and clear the charges made by Mr. Durr directly to his people through the facilities of the station and his monthly religious paper, *Your Good Neighbor* [BROADCASTING, Aug. 2].

Report of the actions in Knoxville came from the *Knoxville Journal* which gave a detailed account of the City Council decision. The report indicated an intense split between the Council and the Chamber over a range of matters and quoted Councilman Max Friedman and Cas Walker, also Chamber members, as saying the Chamber's resolution supposed to represent the sentiments of 400 members was passed without their knowledge "by the president and about 10 other people."

The City Council passed its resolution favoring WIBK by a vote of 4-0 with three members not voting. One of the latter was Lowell Blanchard, member of the announcing-producing staff of WNOX Knoxville, according to the paper. Rev. Smith had filed for WIBK after being denied time on that station.

Text of FCC's Proposed Procedure Change

I. MOTIONS

A. Before a hearing examiner or a Commissioner is designated to preside at a hearing, motions will be acted upon by the Motions Commissioner in accordance with present rules.

B. After a hearing examiner is designated, all motions presently handled by the Motions Commissioner (except petitions to intervene, petitions to enlarge, delete or change issues, petitions to dismiss an application, or any motion or petition filed after an initial decision is issued) will be acted upon by the hearing examiner. Motions of the excepted type will continue to be acted upon by the Motions Commissioner in accordance with present rules. If the hearing examiner is not available to act upon a motion, the Motions Commissioner will act upon the motion.

C. If a Commissioner is designated to preside at a hearing, he will act upon motions.

D. Action on the Commission's own motion will be taken by the Commission.

E. Unless a motion is for consideration by the entire Commission or a board or a Committee of Commissioners, only an original and six copies need be filed. Motions must be served on all parties.

F. Oppositions to motions may be filed by any party or the General Counsel within five days.

G. Oral argument may be had either before the Motions Commissioner, Commissioner designated to preside at a hearing or hearing examiner, as the case may be, on any contested motion, unless oral argument is waived. When a motion has been duly served on all parties and no opposition thereto has been filed within five days, the motion may be granted ex parte. If it is not desired to grant such motion ex parte and oral argument has not been waived, an oral argument will be held thereon.

II. DECISIONS

A. Proposed Findings by Parties—All parties and the General Counsel of the Commission may, if they so desire, file proposed findings, briefs or memoranda of law. The Commission, Commissioners designated to preside at hearings, or hearing examiner may direct the parties to file proposed findings, briefs or memoranda of law. Such proposed findings, briefs or memoranda of law shall be filed within 20 days from the date when the record is closed, unless an extension of time is granted.

B. Initial Decision—Unless otherwise directed by the Commission, the hearing examiner or Commissioner designated to preside at the hearing shall prepare an initial decision.

C. Certification of Case to Commission—In specific cases the Commision by order may direct that the case be certified to the Commission for initial decision. In such cases (unless the case involves rule making or an application for initial license) the hearing examiner or Commissioner shall first prepare a recommended decision which will be made public at the time of issuance of the Commission's Initial Decision unless the Commission finds upon the record that due and timely execution of its functions imperatively and unavoidably requires that a recommended decision be dispensed with. In cases certified to the Commission for initial decision which involve rule making or applications for initial license the hearing examiner or Commissioner will not prepare a recommendd decision unless otherwise ordered by the Commission.

D. Exceptions—An initial decision will become final and the Commission will issue an appropriate order without further proceedings unless within twenty days from the date on which public notice is first given of the issuance of the initial decision (or within such further extension of time as the Commission may authorize) any of the parties or the General Counsel of the Commission files exceptions to the initial decision. Such exceptions may be accompanied by a brief and oral argument may be requested. A reply brief may be filed by any of the parties within ten days from the date upon which the time for filing exceptions expires.

If no exceptions are filed by any of the parties or the General Counsel of the Commission, the Commission may by order adopted within fifteen days from the date when the time for filing exceptions expires provide that such initial decision shall not become final and that it is the subject of further review by the Commission.

Failure by a party (other than the prevailing party) to file exceptions will constitute a waiver by the party of the right to participate further in the proceedings.

III. ORAL ARGUMENT ON PETITIONS

The Commission has received comments in general terms concerning the lack of uniformity with respect to oral arguments on motions and petitions. It is pointed out that oral argument is presently accorded on relatively unimportant petitions whereas no oral argument is held on relatively important petitions. The Commission invites specific suggestions as to a uniform procedure to be followed in this regard.

IV. PRE-HEARING CONFERENCES

In order to encourage the maximum utilization of pre-hearing conferences as a vehicle for simplifying issues and expediting hearings, it is proposed to amend the rules so as specifically to authorize the hearing examiners and the Commissioner designated to preside at a hearing as well as the Commission to call pre-hearing conferences whether or not a request for such pre-hearing conference is made by any of the parties.

Giveaway

(*Continued from page 22*)

eapolis last Friday. (See page 4).

Here is Mr. Loucks' account of the alleged *faux pas* which is destined to produce an abundance of crimson complexions:

FCC never had jurisdiction over lottery laws. It rested entirely with the Justice Department or Congress. The original Radio Act of 1927 did not outlaw lotteries. This statute was lifted, subsequently amended to include the lottery law and inserted as Title III of Communications Act of 1934 (present law) upon which FCC based its recent decision. In Senate hearings on H.R. 7716 to amend the original act during 72nd (1931-1933) Congress, the old Federal Radio Commission's request for jurisdiction over lotteries was denied. Instead legislators made broadcasting of lotteries a specific "criminal" offense and set forth penalities in Sec. 13 of H.R. 7716 which amended original 1927 Act, specifically withholding FCC jurisdiction over the matter.

If this information proves inconclusive, Mr. Loucks prescribes an examination of Public Law 772, passed by the 80th Congress. The new law, he maintains, has this effect:

Section 316 of the Communications Act of 1934, embodied in Title III of borrowed 1927 statute granting no jurisdiction to the agency, is specifically repealed and authority is delegated to the Justice Dept. under Sec. 1304 of the new law, which is a codification of criminal statutes accomplished over a number of years. Law becomes effective Sept. 1.

Another part of the new law specifically withdraws jurisdiction FCC thought it had over broadcasting of obscene, profane or indecent language placing control with the Attorney General for prosecution by U. S. District Attorneys as a criminal offense. Red faces may again be in season at the Commission over the related decision on the Port Huron case presumably banning censorship of political broadcast.

Mr. Loucks almost single-handedly challenged jurisdiction of FCC while representing WMBC Detroit in renewal case in 1937-38, based solely on the grounds that the 250 w station had allegedly aired lottery broadcasts. WMBC was granted renewal without hearing.

As NAB Managing Director (1930-35), Mr. Loucks had once proposed that lotteries be controlled by criminal statutes and contested FCC's legal supervision.

Sections of the new Public Law 772, cited by Mr. Loucks, read:

Section 1304. Broadcasting Lottery Information—Whoever broadcasts by means of any radio station for which a license is required by any law of the United States, or whoever, operating any such station, knowingly permits the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes, shall be fined not more than $1,000 or imprisoned not more than one year, or both.

Each day's broadcasting shall constitute a separate offense.

Section 1464. Broadcasting Obscene Language—Whoever utters any obscene, indecent, or profane language by means of radio communication shall be fined not more than $10,000 or imprisoned not more than two years, or both.

Prevalent question which will dominate radio circle conversations probably will be—what now? Most logical explanation for what will happen to the extravaganza featuring windfalls averaging $150,000 a month appears to be a throwback to opening scenes of the *Pot o' Gold* controversy. Former FCC Chairman James Lawrence Fly sought to have this program barred. The Department of Justice held it unprosecutable.

Speedup Plan

(*Continued from page 21*)

exceptions are filed to an initial decision it would become final without further proceeding upon issuance of proper order by the Commission. On its own motion, FCC could make further inquiry, however.

If exceptions and requests for oral argument are filed, the current procedure would be followed. Failure by a party, other than the prevailing party to file exceptions would constitute waiver of the right to participate further in the proceeding.

Under the change in motions procedure, motions would continue to be acted upon by the Motions Commissioner as now. After a hearing examiner has been designated, however, the examiner would act, except upon petitions to intervene, enlarge, delete or change issues, dismiss an application, or any motion or petition filed after an initial decision is issued.

The Commission stated it has "received communications in general terms concerning the lack of uniformity with respect to oral arguments on motions and petitions" and therefore invited specific suggestions. FCC indicated it also has proposed to amend rules regarding pre-hearing conferences so as to specifically authorize the hearing examiners or presiding commissioners to call such conferences whether or not they are requested by parties in the proceeding.

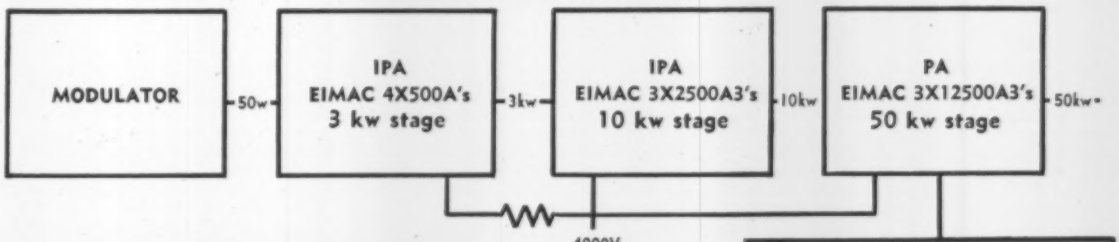
THESE ARE IMPORTANT FACTORS of sound high-power FM operation . . . proven important in over one year of operation by station KSBR, Mt. Diablo, California, 100.5-Mc., channel 263, effective radiated power 250,000 watts.

1) **Overall power consumption is under 90 kw.**
2) **Equipment is of compact design.**
3) **Power tubes have highly efficient thoriated tungsten filaments.**
4) **Tube servicing is possible without special tools, equipment, and training.**
5) **Vacuum tube components are capable of supplying sufficient output without being run at maximum ratings.**
6) **50 kw. final is driven directly by the 10 kw. stage.**
7) **Air cooled. 3, 10, and 50 kw. stages only require the output of a single blower driven by a 1 h. p. motor.**

And they are made possible because of one component . . . the Eimac multiunit triode, type 3X12500A3. A pair of these tubes (as grounded grid amplifiers) are capable of providing over 50 kw. of useful output power with but 10 kw. of drive. The lineup of KSBR equipment and operational data, below, further illustrates advantages inherent to equipment designed around the 3X12500A3.

Analyze the vacuum-tube components in the equipment you consider . . . be sure their design presents the highest advantage to you. The Eimac sales department will gladly furnish names of equipment manufacturers and engineers using Eimac tubes. **Phone, write or wire direct.**

HERE'S THE KSBR LINE-UP



OVERALL EFFICIENCY: input from 50 watts to 50KW - - - - - - - 65%
OVERALL POWER CONSUMPTION - 85KW
TOTAL FLOOR SPACE USED BY EQUIPMENT - - - - - - - 22 sq. ft.
TUBE REPLACEMENT COST
4X500A $97.50, 3X2500A3 $180.00, 3X12500A3 $875.00*

*$115 credit for return of radiator and mechanical assembly in good condition. $35.00 credit for return of crate in good condition.

OPERATING CONDITIONS
(Two Tubes)

D-C Plate Voltage	4000 volts
D-C Plate Current	14.4 amperes
D-C Grid Voltage	-620 volts
D-C Grid Current	1.9 amperes
Driving Power (Approx.)	12 kilowatts
Plate Dissipation (total)	15.4 kilowatts
Plate Power Input	57.6 kilowatts
Useful Power Output	54.4 kilowatts[1]
Apparent Efficiency	94 per cent

[1]Actual power delivered to water-cooled load. Amplifier output estimated to be 3 kw higher, due to resistance and radiation losses between amplifier and load.

EITEL-McCULLOUGH, INC.
201 San Mateo Avenue, San Bruno, California

MULTI UNIT DESIGN IS ANOTHER EIMAC FIRST

FAIR SAYS STATIONS GIVE AWAY MILLIONS

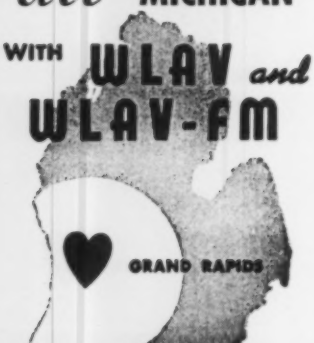
"BROADCASTERS are giving away millions and millions of dollars in broadcasting time, advertising free premiums on their giveaway programs—money which they should actually receive through normal advertising channels," Harold Fair, NAB program director, told 250 members of the Advertising & Selling Executives Club of Kansas City at a luncheon meeting Aug. 17.

"My department is against most giveaways which lack entertaining value," he said. "In my personal opinion, the FCC lacks jurisdiction over this important programming element and it is strictly a problem for the broadcasters to solve."

Mr. Fair pointed out that the Standards of Practice are a dependable guide to all radio advertising segments, not only for the veteran broadcasters and radio users, but to newcomers in the field. The code is a "Gibraltar" against further and continued interference (Blue Book) by the government in programming matters, he added.

RADIO CORP. of AMERICA, currently sponsoring "RCA-Victor Show," Sun., 2:30-3 p.m. on NBC, is preparing new format for the winter through J. Walter Thompson Co., New York. New show will feature the Boston "Pops" Symphony. Plan is to move the show into the 5-5:30 p.m. or 5:30-6 p.m. period on Sundays on NBC, about Dec. 1.

YOU CAN DOMINATE all WEST MICHIGAN WITH WLAV and WLAV-FM



This is the most rapidly growing FM market in the country because, as you know, in this area only FM gives a strong, clear, interference-free signal that every advertiser wants. With our high popularity ABC and local programs, it covers the entire area of our important market. Let us give you full details . . . facts and figures. Take advantage of present low contract rates. Contact us now.

Now 3,000 watts. C. P. 57,000.
ABC Network

WLAV and WLAV-FM

KEELER BUILDING, GRAND RAPIDS, MICHIGAN

FIRST 15 PROGRAM HOOPERS—Aug. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Take It or Leave It	162	Eversharp (Biow)	11.0	9.1	+1.9	2
Stop the Music (average)	170	Lorillard, Swerl Products (L&M)	10.4	---	---	---
Mr. District Attorney	160	Bristol-Myers (Maxon)	10.0	9.8	+0.2	1
Suspense	161	Electric Auto-lite (DC&S)	9.9	7.5	+2.4	8
This Is Your F.B.I.	251	Equitable Life of U. S. (Newell-Emmett)	9.8	6.5	+3.3	20
Crime Photographer	163	Toni Co.—Div. Gillette (Warwick-Legler)	9.4	7.8	+1.6	6
Horace Heidt	161	Philip Morris (FC&B)	9.3	---	---	---
Break the Bank	191	Bristol-Myers (Biow)	9.3	7.0	+2.3	14
Drew Pearson	244	Frank H. Lee Co. (DC&S)	8.7	5.2	+3.5	41
Big Story	162	Amer. Cigarette-Cigar (Weintraub)	8.4	8.7	—0.3	3
Hit the Jackpot	164	DeSoto Plymouth Dealers (SSC&B)	8.4	---	---	---
Mr. Keen	146	Whitehall Pharmacal (BBDO)	8.3	---	---	---
Dashiell Hammett's Fat Man	173	Norwich Pharmacal (DFS)	8.2	7.4	+0.8	9
Gangbusters (average)*	141	Procter & Gamble (Gumbinner)	8.2	---	---	---
Your Hit Parade	162	American Tobacco (BBDO)	8.1	7.4	+0.7	10

* Includes second broadcast

TOP 10 DAYTIME HOOPERS—Aug. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
When a Girl Marries	77	General Foods (B&B and Y&R)	7.3	4.7	+2.6	11
Romance of Helen Trent	78	Whitehall Pharmacal (DFS)	6.7	5.3	+1.4	3
Portia Faces Life	89	General Foods (B&B and FC&B)	6.4	4.4	+2.0	14
Young Widder Brown	145	Sterling Drug (DFS)	6.1	4.9	+1.3	10
Ma Perkins (CBS)	81	Procter & Gamble (DFS)	6.2	6.4	—0.2	1
Lorenzo Jones	146	Sterling Drug (DFS)	6.2	4.9	+1.3	9
Stella Dallas	146	Sterling Drug (DFS)	6.1	5.0	+1.1	7
Rosemary	64	Procter & Gamble (B&B)	6.0	4.2	+1.8	19
Big Sister	93	Procter & Gamble (Compton)	5.9	5.3	+0.6	2
Pepper Young's Family	150	Procter & Gamble (P&R)	5.8	4.5	+1.3	13

'Familiar Music' Show Leads in Canada Ratings

WITH SUMMER replacement programs on Canadian networks, considerable change in national ratings for July was reported by Elliott-Haynes Ltd., Toronto, as of Aug. 10. Leading the 11 evening network programs rated was *Album of Familiar Music*, with rating of 13.5, followed by *Waltz Time* 11, *Twenty Questions* 10.7, *Mystery Theatre* 9.4, *Pause That Refreshes* 9.4, *Music Hall* 9.3, *Robert Shaw Chorale* 8.9, *Suspense* 7.9, *Contented Hour* 7.5, *Gillette Fights* 5, and *The Whistler* 5.

The five leading daytime programs were *Big Sister* 13.4, *Pepper Young's Family* 12.8, *Lucy Linton* 12.7, *Ma Perkins* 12.3, and *Road of Life* 12.1.

Only two French-language evening programs are rated, *Salon Metropole* 14.4, and *Dites Moi* 7.7. Leading five French-language daytime programs listed are *Rue Principale* 19.1, *Jeunesse Doree* 18.8, *Quelles Nouvelles* 15.1, *Le Quart d'Heure de Detente* 14.8, and *Tante Lucie* 14.7.

Jackpot Headaches

HEADACHES in the form of persistent salesmen and inevitable phone calls and wires weren't worth it to Mrs. Joseph Weingart, a 50-year-old St. Louis grandmother who a fortnight ago won the jackpot worth $9,000 on the Sammy Kaye show, sponsored by Chesterfields on NBC. At first overjoyed that that she had won—the winnings included everything from a deep-freeze unit to a two-week vacation in Miami—Mrs. Weingart, who is the wife of an insurance man, decided to turn her entire winnings over to charity.

Inaugural Show Had 29.3 'Hooper,' Says WJZ-TV

WJZ-TV New York claimed a 29.3 Hooperating for its premiere telecast as an ABC video outlet on Aug. 10. Share of audience in the 7 to 10:30 p.m. period was 52.3 and sets in use 56.5.

A complete breakdown follows:

Hour	Rating	Sets In Use	Share of Audience
7-8 p.m.	32.7	49.0	66.7
8-9 p.m.	18.1	57.8	31.3
9-10 p.m.	33.2	59.5	55.8
10-10:30 p.m.	36.9	63.0	58.6

CONSTRUCTION on 250-ft. antenna on campus of Seton Hall College, South Orange, N. J., for FM station, WSOU, has been temporarily suspended pending delivery of 40-ft. steel section to complete tower.

DEMO SESSION LEADS IN PULSE TELEREPORT

THE PULSE Telereport for July covered a total of 763 television hours, as compared to 447 in June, due to the entrance of another video station in the field. Despite the fact that the Democratic Convention occupied 186 quarter hours of the total 763, and was carried by all available stations for a large portion of the time, its rating was 5.2, topping only beauty programs, with 4.0, and religion, with 2.0.

The ratings were as follows:

	No. ¼ Hours	Average Rating	% of Total TV Time
Democratic Convention	186	5.2	25
Visual Sports	173	15.2	23
Feature Films	131	7.9	17
Kid Shows	49	11.9	6
News	41	8.0	5
Film Shorts	40	8.0	5
Music	37	6.3	5
Comedy-Variety	25	14.7	3
Quiz Shows	20	9.5	3
Drama	10	24.5	1
Sports News	6	17.5	1
Forums, Discussions	6	9.3	1
Fashions	3	12.1	-
Food and Cookery	2	15.5	-
Beauty	2	4.0	-
Religion	2	2.0	-
Miscellaneous	30	5.4	4
Total ¼ hours of TV broadcasts	763		100

WOV's Foggia Coverage Is Arranged by Hartley

ARNOLD HARTLEY, WOV New York program director, last week flew to Italy to arrange radio coverage of the Sept. 1 dedication of a hospital near Foggia to the memory of the late Fiorello LaGuardia. WOV has equipment on location in Italy.

Mr. Hartley also will fly to France to consult with the Italian department of Radiodiffusion Francaise, which last week presented to WOV the first program in an Italian language series [BROADCASTING, Aug. 9].

DISTINGUISHED Service Award has been presented to WLAW Lawrence, Mass., by American Cancer Society for station's work in 1948 campaign for funds. Citation states that WLAW "through continuing assistance, cooperation and intense devotion, made an outstanding contribution to humanity in its fight to conquer cancer."

COVERAGE at Low Cost of
YOUNGSTOWN
OHIO'S 3rd MARKET
with
WFMJ • WFMJ-FM
ABC

Population ..... 520,300.
Retail Sales (Est. 1947) ..... $406,090,000.
"Copyright 1948, Sales Management Survey of Buying Power"

ASK HEADLEY REED

Programs

ANNOUNCEMENTS of general public interest, such as exhibits, concerts, picnics, socials and other events are highlighted on new program, "St. Louis Reminders," aired four times weekly over KXOK St. Louis. Organizations in the area are invited to submit news of their events for use on program. Music is interspersed with announcements and included on each program a description of place of interest in area where listeners might want to spend leisure time. Two days prior to airing of announcement, card is mailed informing the organization of day and time its event will be publicized. Ray Rixman Inc., local Dodge and Plymouth dealer, is sponsor with commercials limited to brief statement of sponsorship at beginning and end of show. "St. Louis Reminders" is copyrighted radio feature of Business Collaborators Inc., St. Louis. Agency for Rixman is Badgway Co., St. Louis.

'Golden Bear'

SIMULATED VOICE of "Benny, the Golden Bear" is used as novel gimmick on new half-hour program, "Fact or Fiction," aired weekly over WCOA Pensacola, Fla. Tape recorder is used to record certain portions of script and commercials at slow speed, with timed spaces left for announcer to read his parts live. Tape is then played back on program when aired at regular fast speed, and distorted voice obtained is used to carry on conversation with announcer handling program, utilizing the time cues. Local dairy which sponsors show has as its trade name "Golden Bear," so voice is identified as "Benny, the Golden Bear." Throughout program, calls are made to listeners asking them to identify various hidden statements at certain intervals as either fact or fiction. Winners receive gallon gifts of ice cream from sponsor.

Golf Lessons

WEEKLY golf lesson is being conducted by Jake Garmon on KSET El Paso, Tex. One particular phase of the game is covered each week and questions from listeners are answered. Mr. Garmon, KSET sportscaster, is also a golf pro.

WJZ-TV Features

TWO NEW video shows premiered over WJZ-TV New York last week, both as regular weekly features. Format for "Critic-at-Large," viewed Wed., 7:30-8 p.m., calls for informal living room discussion of books, plays, radio, newspapers and television. John Mason Brown stars as drama critic and plays host to three guests each week. Gene Rayburn is m.c. of "Press Agents' Delight" in which New York press agents are invited with their clients to be guests on the show, aired Tues., 7:30 p.m.

WRVA-BBC Exchange

SPECIAL 30-minute program of WRVA Richmond's "Old Dominion Barn Dance" has been prepared for feed to British Broadcasting Corp. Sam J. Slate, BBC program director in New York office, visited Richmond recently to make arrangements. Program was WRVA's way of saying "thank you" for several programs which BBC has fed to WRVA featuring Virginians and Richmonders touring England.

Political Fireworks

SOMETHING DIFFERENT in political broadcasts was presented by WHAS Louisville during recent Kentucky primary elections. Dick Oberlin, news director, was moderator when two Democratic senatorial candidates and their campaign chairmen met around WHAS round table while the votes were being counted. Political fireworks went off, station reports, when either candidate attempted to place counties with incomplete returns in his column of the score sheet. Claims and counter-claims made Mr. Oberlin's job a tough one, but resulted in lively discussion program.

Sells Test Pattern

CHICAGO TELEVISION advertisers with limited budgets now can reach a video audience on WBKB, the Balaban and Katz TV station, through introduction of new sponsored segment during test pattern time. Music and slides are sold at special sponsor rates for time between 10 and 10:30 am., 11:30 and noon, and 7:15 to 7:30 p.m. Small advertisers are offered two and a half minutes at a rate of six times for $50 with contracts written on a weekly basis.

Suggests Menus

DAILY budget-menu feature has been added as regular part of "Modern Woman" program aired over WMAL Washington. Meals for a week at a time are planned by Food Specialist Mary Burnham, and menus for lunch, dinner and next day's breakfast are given each morning on "Modern Woman" by Ruth Crane, who conducts show. Each Friday Miss Crane and Miss Burnham go over shopping list for coming week and give menus for weekend and Monday morning breakfast. Low-cost meals are concentrated on, first week's suggested food for family of four costing $25.17.

Expands Show

RESIDENTS of 37 towns in Ohio, Indiana and Kentucky will be included in long distance telephone calls to be made by Bill Dawes on "Quizman" programs, heard weekdays at 12:30 and 2:45 p.m. over WCKY Cincinnati. Policy of including long distance calls began today, Aug. 23. Formerly only numbers listed in Greater Cincinnati directory were called. Mr. Dawes makes several calls during each program, asking questions. Persons answering correctly receive cash awards.

Family Appeal

AIMED at entire family is new show, "Open House," recently started over WTAG and WTAG-FM Worcester, Mass. Show features 45 minutes of discussions of special interest to women; latest national and local news; special children's features, including transcribed stories by Hollywood's Maureen O'Sullivan; Radie Harris' "Broadway and Vine" star interviews; and, for men, daily gardening bulletin with information supplied by Worcester County Extension Service. Program is aired daily, 5-5:45 p.m., using a loosely-knit format to keep interest of entire family group.

Weather Data by TV

LATEST OFFICIAL weather forecasts for Boston and New England are presented over WBZ-TV Boston, Wed.-Sun., 7:15-7:20 p.m., along with graphic illustrations of factors which enter into preparation of weather forecasts. Dr. James Austin, professor of meteorology at Massachusetts Institute of Technology, directs the feature, working in cooperation with staffs of Boston and Washington offices of U. S. Weather Bureau. Logan International Airport furnishes all necessary weather data, including charts, diagrams and storm pictures for pictorial presentation. Dr. Austin traces latest weather maps showing movements of weather across country and relation to Boston and New England, and explains maps and other meteorological data to video audience.

Forum on Communism

FORUM on Communism was presented Aug. 2 by WCOG Greensboro, N. C., immediately following ABC program "Communism—U. S. Brand." Station reports that a judge, textile manufacturer, two attorneys and CIO area director took part in the program. Richard Douglas Jr., local attorney, was moderator. WCOG is planning a series of similar forums in the future.

Safe Combination

CONTEST featuring a safe combination clues and a 1949 Chevrolet is being featured on "The Sage Allen Hour" over WCCC Hartford, Conn. Clues to combination of the safe are given on program and each day combination is not 'guessed Sage Allen, local department store, adds $100 worth of merchandise to jackpot. Program is conducted by Ivor Hugh, WCCC music director.

'Farm and Ranch Reporter'

FARM and ranch items, news highlights, market and weather reports and interviews are being featured on "The Farm and Ranch Reporter" which started Aug. 16 on KTSA San Antonio, Tex. The Mon.-Fri. program is conducted by Hugh Muncy and sponsored by Joske's of Texas. Program reportedly will take listeners to fairs, rodeos, stock-judging events, 4-H and FFA meetings throughout South Texas. Ranch and agricultural personalities will be included in the groups to be interviewed.

Shower Televised

REAL SURPRISE shower for bride-to-be, complete with presents, cake, games and songs, was first program in new "Women Today" series, which started this month over WLWT Cincinnati. Louise Lindahl is m.c. of show. Girl to be honored with shower was lured to WLWT studios on pretext of watching show immediately preceding "Women Today." She was then taken onto set where two-year-old boy dressed as cupid dragged out a box of gifts. Shower guests watched opening of gifts and participated in games and songs. Mrs. Lindahl plans to vary format of shows from fashion shows to interviews.

Unusual Facts

LITTLE-KNOWN facts in lives of best-known people are featured on new series, "It Really Happened," over WGN Chicago. Program stars Jim Ameche and is aired Mon.-Sat., 10-10:15 p.m. (CDT). Evans Fur Co., Chicago, is the sponsor.

Any Loose Teeth to Swap?

VIDEO TRADING POST program, "Swap Shop," on WFIL-TV Philadelphia, Thurs. 8:20 p.m., has a fan who really puts her teeth in her bartering. She's a lady, who wrote to Jack Steck, m.c., asking him to try to arrange a trade with a dentist who would take her portable typewriter in exchange for a new upper plate.

21ST YEAR

REGIONAL PROMOTION CAMPAIGNS

Howard J. McCollister

10660 Bellagio
Los Angeles • BR 04705

Shows with a Hollywood Heritage ★ Member N·A·B·

FIRST... WHERE THERE'S MOST!

WJDX

NBC AFFILIATE IN Jackson MISSISSIPPI

Jackson, Mississippi, rates above the average of nine cities of approximately the same size in different parts of the United States in population growth since 1940, family effective buying income, and retail and wholesale sales volumes.

5000 - DAY
1000 - NIGHT

18 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

KBIM
KBIW

ANY WAY
YOU LOOK AT IT

KNOXVILLE'S
BEST BET
is

WIBK

Represented by
DONALD COOKE, INC.

August 13 Decisions . . .

BY COMMISSION EN BANC

FM—95.7 mc

KOA-FM National Bcstg. Co. Inc., Denver—Granted CP for Class B station; Channel 239, 95.7 mc, 43 kw, 405 ft. Previously held cond. grant.

FM—97.9 mc

WAZL-FM Hazleton Bcstg. Co., Hazelton, Pa.—Granted CP for Class B station; Channel 250 97.9 mc, 8.7 kw, 680 ft. Previously held cond. grant.

FM—102.7 mc

KFMY Northwest Bcstg. Co., Fort Dodge, Iowa—Granted CP for Class B station; Channel 274 102.7 mc, 10 kw, 310 ft. Previously held cond. grant.

FM—95.1 mc

WFLB-FM Fayetteville Bcstrs. Inc., Fayetteville, N. C. — Granted CP for Class B station; Channel 236 95.1 mc, 12.6 kw, 390 ft. Previously held cond. grant.

CP Reinstated

WKBA-FM Cur-nan Co., Boston—Granted reinstatement of CP for FM station and granted extension of completion date to Sept. 15, on cond. that station is completed or commences interim operation on or before that date.

CP Replaced

John H. Phipps, Tallahassee, Fla.—Granted application for CP to replace expired CP which authorized Class B FM station, and specified Sept. 30 as date of required completion of construction.

Modification of CP

WABF New York—Granted mod. CP to change power from 15 to 18 kw, change ant. from 567 to 520 ft.

WKBH-FM LaCrosse, Wis.—Granted mod. CP to change power from 76 to 83 kw.

KGKL-FM San Angelo, Tex.—Granted mod. CP to change power from 3.3 to 14 kw and change ant. from 545 to 410 ft.

KTBS-FM Shreveport, La.—Granted mod. CP to change ant. from 370 to 320 ft.

KRKD-FM Los Angeles — Granted mod. CP to change power from 14.4 to 15 kw and change ant. from 550 to 475 ft.

WNOX-FM Knoxville, Tenn.—Granted mod. CP to change power from 280 to 49 kw and change ant. from 600 to 840 ft.

WSB-FM Atlanta, Ga.—Granted mod. CP to change power from 50 to 48 kw and change ant. from 520 to 490 ft.

WONS-FM Hartford, Conn.—Granted mod. CP to increase overall height above ground to 362 ft. and make changes in ant. system.

WROW-FM Albany, N. Y.—Granted mod. CP to increase overall height above ground to 321 ft. and make changes in ant. system.

WAAF-FM Chicago—Granted mod. CP to change power from 12.5 to 15 kw and change ant. from 600 to 560 ft.

WBCM-FM Bay City, Mich.—Granted mod. CP to change power from 32 to 41 kw.

WCAU-FM Philadelphia — Granted mod. CP to change power from 10 to 11 kw and change ant. from 650 to 630 ft.

WSPR-FM Springfield, Mass.—Granted mod. CP to change power from 14 to 13 kw and change ant. from 570 to 590 ft.

WBAB-FM Atlantic City, N. J.—Granted mod. CP to change power from 13 to 14 kw and change ant. from 310 to 340 ft.

KERN-FM Bakersfield, Calif.—Granted mod. CP to change power from 9.3 to 9.8 kw and change ant. from 295 to 240 ft.

KSPI-FM Stillwater, Okla.—Granted mod. CP to change power from 3.1 to 3.9 kw and change ant. from 375 to 300 ft.

KFDM-FM Beaumont, Tex.—Granted mod. CP to change trans. site.

WMBH-FM Joplin, Mo.—Granted mod. CP to change power from 140 to 74 kw and change ant. from 445 to 450 ft.

WIOD-FM Miami, Fla.—Granted mod. CP to change power from 54 to 53 kw and change ant. from 500 to 315 ft.

WJAX-FM Jacksonville, Fla.—Granted mod. CP to change power from 130 to 11.5 kw and change ant. from 565 to 560 ft.

TV—82-88 mc

Jacksonville Bcstg. Corp., Jacksonville, Fla.—Granted CP new TV station, Channel 6 (82-88 mc), vis. power 19.4 kw, aur. 10 kw, ant. 355 ft.; estimated cost $188,242.

TV—180-188 mc

The Metropolis Co., Jacksonville, Fla.—Granted CP new TV station, Channel 8 (180-188 mc), vis. power 25.1 kw, aur. 13.2 kw, ant. 345 ft.; estimated cost $245,870.

Petition Denied

Midland Bcstg. Co., Kansas City—Adopted memorandum opinion and order denying petition requesting that its pending application for TV station at Kansas City, Mo. (BPCT-292, Docket 8804) be granted conditionally pursuant to Sec. 1.385(e)(2) of Commission Rules.

Television Productions Inc. and Television California—Denied petition filed by Television Productions Inc. to vacate memorandum opinion and order of May 13 and denied motion filed by Television California to set aside same memorandum opinion and order (which severed Don Lee Bcstg. System application for TV station at San Francisco from consolidated proceeding on applications for TV station in San Francisco, and formally consolidated it with record and proceedings in application of Don Lee Bcstg. System for renewal of AM and FM station licenses).

WCBS-TV New York—Granted application to increase vis. ERP to 13.7 kw and make changes in ant. system.

KFI-TV Los Angeles—Granted STA to commence TV operation with facilities specified in CP; granted waiver of Sec. 3.661(a) to operate not less than 6 hours per wk., which six hours will be spread over 3 days per wk. of operation, for period ending Oct. 6.

Transfer of Control

WARK Hagerstown, Md.—Granted consent to transfer control over Antietam Bcstg. Corp., licensee WARK, from Andrew K. Coffman et al to Raymond J. Funkhouser for $107,000.

WIBB Macon, Ga.—Granted transfer control over Peach State Bcstg. Co., permittee WIBB, from Thomas Carr and five others to Thomas Carr, Oliver Thornburg and Thomas Maxwell, for $27,000.

WWXL WWXL-FM Peoria, Ill.—Granted transfer control of Central Ill. Radio Corp., licensee WWXL and WWXL-FM, from Joseph H. Giddan et al to Myron A. Reck and Homer D. Morrow, for $74,650.

Assignment of License

WEIM WEIM-FM Fitchburg, Mass.—Granted assignment of license for WEIM and assignment of permit for WEIM-FM from Radio Station WEIM, partnership, to WEIM Fitchburg Inc., corporation, for $235,000.

KBUN Bemidji, Minn.—Granted assignment of license from Bradford and Pihl to Butler Bcstg. Co. Inc. for $60,000.

WCRB Waltham, Mass.—Granted voluntary assignment of license from Messrs. Liles, O'Hare and Hoffler, d/b as Charles River Bcstg. Co., to Messrs. Liles, O'Hare and Richardson, d/b as Charles River Bcstg. Co.

ACTIONS ON MOTIONS

(By Commissioner Webster)

Grand Haven Bcstg. Co., Grand Haven, Mich.—Granted petition requesting setting of date upon which to file proposed findings of fact in proceeding upon its application and application of WMUS Muskegon, Mich.; time extended to Aug. 23.

Redlands Bcstg. Co., Redlands, Calif.—Granted petition to accept late its written appearance in proceeding upon application for CP.

M. R. Schacker, Sacramento, Calif.—Granted petition to dismiss without prejudice application for TV station.

Neponset Radio Corp., Norwood, Mass. and All Nations Bcstg. Co., Boston—Granted petition of Neponset Radio Corp. to dismiss without prejudice its application; on Commission's own motion, removed application of All Nations Bcstg. Co. from hearing docket.

KOCY Oklahoma City—Granted petition for leave to intervene in hearing upon applications of Fred Jones Bcstg. Co. (KFMJ), Kenyon Brown, and George E. Cameron Jr.

Kickapoo Prairie Bcstg. Co. Inc., Springfield, Mo.—Granted petition for leave to amend application to specify definite trans. site; accepted amendment filed with petition.

Susquehanna Bcstg. Co. and The Heim Coal Co., York, Pa.—On Commission's own motion, continued indefinitely hearing on applications for TV stations, pending termination of proceeding in re amendment of Sec. 3.6[illegible].

WRIB Providence, R. I.—Dismissed as moot petition for enlargement of issues in proceeding upon its application to show availability of another frequency to applicant Scenic City Bcstg. Co. Inc., Middletown, R. I.

WJBK Detroit—Granted petition for leave to amend application to add further engineering exhibit relative to possible interference to other pending applications; accepted amendment.

Martinez-Rodriquez Bcstg. Co., San Juan, P. R.—Denied petition to dismiss without prejudice application for CP; on Commission's own motion, dismissed said application.

Broadcasting Foundation Inc., Buffalo, N. Y.—Granted petition for leave to amend application for TV CP to change name of applicant to WKBW, show changes in officers and directors and show changes in proposed trans. site; accepted amendment.

Tri-City Telecasters Inc., Allentown, Pa.—Denied petition requesting indefinite continuance in TV hearing set

(Continued on page 80)

ACTIONS OF THE FCC

AUGUST 13 to AUGUST 19

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
ST-studio-transmitter	**aur-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis-visual**	**unl.-unlimited hours**

SSA-special service authorization

Most complete supervisory control available!

The always dependable Westinghouse 5, 10 Kw AM Transmitters

Your Westinghouse transmitter is backed up by twenty-seven years' experience in broadcast supervisory control design—*sixty* years experience in industrial supervisory control design.

That experience, together with the uncompromising Westinghouse standards of manufacturing quality, guarantees you the most advanced, most complete transmitter supervisory control system available today.

Complete Protection . . . the transmitter is protected against the effect of abnormal conditions, such as overloads, undervoltages, and insufficient forced-air cooling.

Complete Indication . . . pilot lights indicate circuit operation and the source of abnormal conditions . . . momentary interruptions, even though automatically reclosed, leave a light "on" . . . for later inspection.

Complete Sequence Interlocking . . . maintains proper sequence in the application of power when control is automatic, and prevents improper sequence when manual control is used.

Complete Utility . . . all supervisory indicators and controls are on the front panel of the transmitter, in plain view and ready for use.

These are important details in Westinghouse transmitters that help to safeguard your investment. They are further evidence of the sound Westinghouse design that keeps you on the air, cuts your power costs and increases maintenance economy.

Ask your Westinghouse salesman to demonstrate how these extra features can be used to your own profit. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Penna.

Here are more features...

- **Surge-proof metal rectifiers . . . unlimited life, no replacements.**
- **True cubicle construction . . . lower installation costs . . . easier to inspect and service.**
- **Single blower cooling . . . only one external blower, supplied in duplicate, cools *entire* transmitter. (Spare blower included.)**

This service...anywhere!

. . . on 24-hour call, as close as your telephone. Westinghouse field service engineers are backed by 35 repair plants and 17 warehouses nationwide!

J-02153

William U. Dent can help you in the Pacific Coast area

Your Westinghouse Salesman has at his finger tips complete facilities to help you with your broadcast problems . . . from planning to operation. Mr. W. U. Dent, one of several Westinghouse Sales Engineers, ably assists him throughout the Pacific Coast area, plus Alaska and Hawaii. His 19 years of radio engineering and supervisory experience with Westinghouse make him very well qualified for this work.

FIRST OF ALL . . .

IN BROADCASTING

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Allied Arts

ECLIPSE TELEVISION PRODUCTIONS, Hollywood, has announced formation to produce video film series. Located at 834 N. Highland Ave., its first series currently in production has been titled "The Fireside Detective." Firm principals are **DOROTHY COLIN,** general manager; **MICHAEL COLIN,** executive producer and **LESLIE URBACH,** film test and dialogue director.

THREE CROWN PRODUCTIONS, San Jose, Calif., has completed 12-minute television film, "Country Store." Firm is planning two more television films of same length in near future. **BIRGER WILLIAMSON** is president and producer; **JOSEPH PARKER** is vice president in charge of television production.

BILL GRISWOLD has been appointed radio and television editor of "Campus Magazine," Los Angeles.

STOP, LOOK & LISTEN Television Productions, Hollywood, reports completion of 13 musical film shorts. Firm aims to issue 26 "featurettes" per month.

THOMAS KIRBY, former sales representative in charge of Republic of Panama and Canal Zone districts for Socony Vacuum Oil Co., has been appointed national sales manager for Edward C. Lobdell Assoc., New York, radio-television production and personnel consultant and brokerage firm.

WILLIAM BOLTON, who for past 18 years has served in executive positions with McCann-Erickson and N. W. Ayer & Son, New York, has opened specialized personnel placement service with office in Real Estate Trust Bldg., Philadelphia. Advertising and related fields will be serviced.

TELEVISION RELAY Corp., Los Angeles, made kinescope recordings of play, "The White-Headed Boy," telecast on KTSL Los Angeles, Aug. 11. Recordings are for national distribution. Play was presented by Loyola U. dramatic department and special permission for telecast and recording was granted by AFRA and SAG.

MODEL & HOBBY INDUSTRY, Philadelphia, has announced that its 1948 edition of "Radio Showbook," directory of live and transcribed programs available, has been published by Fox-Shulman Publications, Philadelphia. Book, retailing for $3, is indexed by: Producer, time unit, audience appeal, subject matter, potential sponsors, and alphabetically.

JERRY FAIRBANKS PRODUCTIONS, Los Angeles, has announced that WPIX New York and WBAP-TV Fort Worth, have purchased Zoomar television lens.

MORT DAVIS, former band booker, has joined Larry Finley Productions, New York, as head of talent department.

RADIO DIRECTORS' GUILD, Los Angeles, is moving to new quarters at 6305 Yucca St.

BURNS W. LEE, public relations head of Rexall Drug Co., Los Angeles, was elected president of Publicity Club of Los Angeles at recent meeting of the club. He succeeds **BERNIE MILLIGAN,** head of Bernie Milligan Publicity & Promotion Service.

MAXWELL FOX, former executive editor of "Tide" Magazine, has been named public relations director of the Advertising Council. **MARY HANLON,** who will assist Mr. Fox, has directed public relations since resignation of **MIKE AMRINE** last spring.

JIM CAMPBELL, announcer and actor, is member of Chicago group which has organized **RADIO TALENT** Inc., offering packaged talent, scripts and ideas for production use by stations, commercial film studios, video outlets and agencies.

Equipment

SAM KAPLAN has been elected a vice president of Zenith Radio Corp., Chicago. With firm 25 years, Mr. Kaplan has served as assistant vice president since 1945.

RAY DAVIS KELL, director of television research at RCA Labs in Princeton, N. J., will be 1948 recipient of Stuart Ballantine Medal of Franklin Institute, according to announcement by **DR. HENRY B. ALLEN,** executive vice president and secretary. Citation accompanying medal states it is given "in consideration of his outstanding pioneer work in television; the adaptation of this means of communication to military needs, and for his inventive contributions and leadership in the development of color television." Award will be given at Medal Day ceremonies in Philadelphia Oct. 20.

Mr. Kell

RAY R. WEST has been named manager of sales of Minneapolis-Honeywell Regulator Co., products for industrial applications. He will make his headquarters at Philadelphia plant. Mr. West has been with firm for 20 years.

FARNSWORTH Television & Radio Corp., Fort Wayne, Ind., has placed two new TV sets on market and announced that five more sets will be marketed this year. Those put on market are: Capehart video-AM-FM-phonograph combination with 75-square-inch screen, to retail for $1,295, and Farnsworth table model TV receiver with 52-square-inch screen, to retail for $395.

IRVING FRISCH, former advertising manager of Radio Wire Television Inc., has been named advertising and sales manager of Tech-Master Products Co., New York, manufacturer of Sound-View television kits.

HENRY T. KILLINGSWORTH, area plant manager in Atlanta for Southern area of long lines department, American Telephone & Telegraph Co., has been appointed general manager of the department. Mr. Killingsworth, who joined long lines at Atlanta in 1919 as technical employe, replaces **LAURANCE G. WOODFORD,** retired.

AIRBORNE INSTRUMENTS Lab Inc., Mineola, N. Y., has established two fellowships "to aid worthy young men to obtain advanced degrees in the field of communications and electronics." Fellowships are to Stanford U. and Massachusetts Institute of Technology, and electrical engineering department staffs of these schools will select recipients. Firm has expressed preference that awards be made to men who are interested in broadband high-frequency systems, including filters, transmission lines and vacuum-tube generators or amplifiers.

JOHN W. WALT has been appointed sales promotion manager of Webster-Chicago Corp. (wire recorders, record changers, nylon phonograph needles) after joining firm one year ago. He was formerly with RCA, Westinghouse and Associated Products Inc.

E. E. MARTIN, district operating manager at New York for Graybar Electric Co., has been appointed assistant district manager at Boston. **E. A. McGRATH,** district operating manager at Detroit, replaces him in New York; **M. O. McIVAIN,** district manager at Kansas City, replaces Mr. McGrath at Detroit and **A. W. RIMENSNYDER** of Graybar's Philadelphia office, takes over in Kansas City.

TUCKER SNO CAT Corp., Medford, Ore., has announced that Rural Radio Network at Canandaigua, N. Y., has purchased a "Sno Cat" which was scheduled for delivery Aug. 20. Sno Cat is especially built vehicle for over-snow motor transportation. Firm suggests it is valuable for work on FM and TV installations in high elevations.

SIGHTMASTER Corp., New Rochelle, N. Y., has announced four new TV receiver models incorporating its Sightmirror, element of viewing video picture through specially prepared wall mirror. Models include: Manhattan—15 inch, $695—12 inch, $475—10 inch, $395; Pandora—15 inch, $595; Americana—15 inch, $995; Sightmaster—15 inch, $595—12 inch, $450 and 10 inch, $375.

ADMIRAL Corp., Chicago, has formed new International Div. to handle marketing activities of firm's products outside U. S. and Canada. **GEORGE KENDE,** assistant export manager in charge of dealer business for Montgomery Ward & Co. for past five years, will take charge of new division in Chicago.

ETHEL W. MACLEAN, vice president in charge of one of Muzak's four operating divisions, New York Muzak, has been elected a director of Muzak Corp., New York. She replaces **RAYMOND RUBICAM,** who resigned to move to Arizona.

SIX GERMAN radio executives visited CBS newsroom in Washington early this month to see how network news is handled out of U. S. capital. Visitors are on six months tour of U. S. and Canadian stations, sponsored by Bureau of Applied Social Research of Columbia U.

Promising Child

FOUR-MONTH-OLD KIOA Des Moines, Iowa, demonstrated it was prepared for contingencies on July 28 when a caterpillar dragline knocked down a pole, breaking communications over the program and telephone lines connecting studio and transmitter, 20 miles apart. Broadcasting was immediately switched to the transmitter. After a short interlude of music and the Chicago Cubs game, taken on tape recordings to the transmitter, repairs were made and regular broadcasting was resumed.

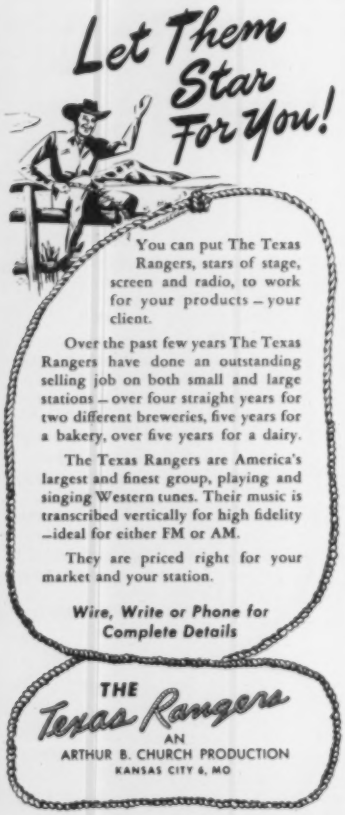
Price Mention Policy

FIRST CANADIAN station to announce its policy on price mentions in advertising, which starts for the first time in Canada on Sept. 1, is CKEY Toronto. President Jack Cooke has announced that policy will change as experience is gained, but to start with CKEY will permit two price mentions of one article only in each one minute spot announcement, one price mention per flash, two price mentions for each commercial in a quarter-hour program. Advertisers will be asked to submit copy 24 hours before air-time to prevent "price-cutting" on the air.

Phone Workers File

EIGHT UNIONS representing employees of various Bell Telephone companies filed notice Aug. 16 of their intention to reopen wage negotiations after 30 days. Such notification to the regional National Labor Relations Board office is required under law.

EMERSON Radio and Phonograph Co. has announced a general price increase in radio and television sets, owing to "increased cost of labor and materials." It will go into effect Sept. 1.


Let Them Star For You!
You can put The Texas Rangers, stars of stage, screen and radio, to work for your products – your client.
Over the past few years The Texas Rangers have done an outstanding selling job on both small and large stations – over four straight years for two different breweries, five years for a bakery, over five years for a dairy.
The Texas Rangers are America's largest and finest group, playing and singing Western tunes. Their music is transcribed vertically for high fidelity –ideal for either FM or AM.
They are priced right for your market and your station.
Wire, Write or Phone for Complete Details
THE Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO

This is A PLOW
And an old horse drawn plow, at that! This "old timer" has given way to faster and better means of modern soil tilling, just as K-TRIPLE-X has become the faster and better means of reaching the rich buying potential of Kansas, Colorado, and Nebraska . . . it's one purchase for High Plains coverage ! !
KXXX
Your High Plains Station
Colby, Kansas
5000 Watts on 790 kc
Represented Nationally By RURAL RADIO CO.

NEW FIELD FOR RADIO ADS CITED BY BROWN

A NEW ADVERTISING field for radio was outlined by J. Allen Brown, NAB assistant advertising director, in classes he conducted at Denver U.'s Small-Market Radio Clinic Aug. 9-13.

Mr. Brown advised both large and small stations to check into the idea of selling radio time to large industrial companies for use in their overall public and personnel relations program. Small stations especially can gain from such time sales because a local station fits in well with industry's desire to improve community relations, Mr. Brown said.

Several transcriptions of newly developed public relations programs were played for participants in the clinic, and promotion men from several Denver firms outlined their views on radio's place in their public relations plans.

During the week of Aug. 16-20, Howard Abrahams, manager of the retail sales promotion division of the National Retail Dry Goods Assn., was guest lecturer.

This week is the final week of the clinic, with Arthur Stringer, NAB radio news specialist, conducting his series of journalism discussions and demonstrations. Clinic director is R. Russell Porter.

AFRA El Paso Vote

PETITIONS filed by the American Federation of Radio Artists seeking to act as bargaining agent for announcers at three El Paso, Tex. stations have been dismissed by the National Labor Relations Board. In announcing the dismissal last week the board said the results of elections held among announcers at the three stations —KROD, KELP and KTSM—on July 30 and Aug. 2 were: KROD, no votes for the union, four against it; KELP, one vote for the union, two against it; KTSM, two votes for and two against the union.

WBUZ(FM) Washington, independent FM station, has cut its operation from 17 to 8 hours, to provide for "heavier concentration on more effective programming."

FIRST UNIT of remote equipment bought by WXYZ-TV Detroit for telecasting Detroit Lions football games this fall is inspected by (l to r) Charles Kotcher, chief engineer; Andy Anderson, president of Goebel Brewing Co., sponsor, and vice president of Lions, and James G. Riddell, general manager of the station.

CAMPUS STATION
Oklahoma Outlet Does $1,200 Gross in Two Months

AFTER WINDING UP its first two months of commercial operation July 31 with a gross of $1,200, KUVY at the U. of Oklahoma will return to the air during the fall term starting Sept. 20.

Operated on a small commercial scale as part of the university's radio curriculum, KUVY sells time at a base rate of $12 an hour, scaled downward on the basis of frequency of advertising. Officers of the non-profit corporation are students directed by Assistant Professor Don Clark, faculty manager.

The station has a potential audience of 3,500 during summer school and 5,000 during the regular fall session. Antennas have been erected on campus buildings to pick up the faint signal authorized by FCC. KUVY has five new modern studios and two control rooms. Its hour of operation are 2:00-5:00 p.m. and 7:00-10:00 p.m.

FINAL STAGE of WMAQ Chicago's $20,000 renovation program at its transmitter site at Bloomingdale, 20 miles northwest of the city, has begun as workmen start erecting new 250-foot self-supporting emergency antenna tower.

WRVB (FM) in Richmond Is Launched on 94.5 mc

WRVB, FM affiliate of WRVA Richmond in the Virginia capital, began interim operation on 94.5 mc (Channel 223) Aug. 12. Delivery of WRVB's permanent 415-ft. tower is expected in October, station officials announced last week. When the tower and permanent FM pylon antenna are installed the WRVB transmitter, one mile west of Richmond's city limits, will have radiated power of 26 kw.

WRVC, WRVA's FM affiliate in Norfolk, Va., which began operation June 6, increased its power to 7 kw Aug. 15. It operates on 102.5 mc (Channel 273).

William R. Preston is program manager of both WRVB and WRVC. At present the two FM stations are duplicating WRVA's programs with a few exceptions. WRVC does a few originations in Norfolk. Both WRVB and WRVC operate 2-11:15 p.m. daily.

Realtors to Use TV

TELEVISION advertising will be used this fall to promote Mastic Acres, Long Island, N. Y., real estate development, when one-minute film spots will be bought on New York television stations. Walter T. Shirley, president, last week announced the advertising budget has been increased from $100,000 to $175,000 to prepare for the video plans. Flint Assoc., New York handles promotion for Mastic Acres.

Technical

JAMES BALDWIN has joined engineering department of WCSI (FM) Columbus, Ind., replacing VIC BOCHENCKO, resigned. ROBERT LAY has joined WCSI as part-time engineer at transmitter.

LAUREL CAUDILL has joined NBC Chicago as transmitter engineer for WMAQ.

ROBERT L. GAULT, chief engineer of WWDX Paterson, N. J., is the father of a girl.

Turntable

FREDERIC W. ZIV Co., New York, has announced an upswing in sale of transcribed packages to car dealers across the country. Simultaneously Ziv said three new dealers have contracted for programs: Sylacauga Motor Car Co., Sylacauga, Ala., "Wayne King Show"; D & W Motors Co., Harlan, Ky., Ronald Colman's "Favorite Story," and Midway Motor Sales (Ford dealer), Taft, Calif., "Favorite Story."

WALTER B. DAVIDSON, manager of transcription division of Capitol Records, Hollywood, has announced that the following new stations have subscribed to firm's transcription library: WNAE Warren, WBVP Beaver Falls, WNIQ Uniontown, all Pennsylvania; KIOX Bay City, KSAM Huntsville, KVIC Victoria, KTLW Texas City, all Texas; KFBK Sacramento, Calif., and WFLY Troy, N. Y.

CHARLES MICHELSON Inc., New York radio transcription firm, has announced sale of its "My Prayer Was Answered" series to WBIR Knoxville, WDIA Memphis and WKOK Sunbury, Pa. Also announced was sale of "The Avenger" to KYOS Merced, Calif., and "A Date With Music" to KGW Portland, Ore.

Doolittle Named

LEWIS DOOLITTLE, program director of WHCN New Haven, has been named Connecticut state chairman for the second annual Voice of Democracy contest in connection with National Radio Week. He will coordinate activity between the Junior Chambers of Commerce and stations.

Down in Carolina ☆ ☆ ☆ ☆

"Nothing Could Be Finer"

WNAO RALEIGH North Carolina

The News and Observer Station

5000 WATTS • ABC • 850 KC.

Ask AVERY KNODEL, INC.

Only station saturating rich Western Washington market!

KIRO

CBS SEATTLE TACOMA

THE PIONEER 50,000 WATT STATION OF THE PACIFIC NORTHWEST

710 KC

NATIONALLY REPRESENTED BY FREE & PETERS, INC.

FCC Actions

(Continued from page 76)

Decisions Cont.:

Sept. 13 in proceeding upon application of Lehigh Valley Bcstg. Co. et al.

WTTS Bloomington, Ind. — Granted petition to dismiss without prejudice application for mod. CP.

Sarkes Tarzian, Bloomington, Ind.—Granted petition for indifinite continuance in hearing scheduled for Aug. 16 upon application for CP.

WARL Arlington, Va.—Granted petition for extension of time to file exceptions in proceedings upon order to show cause; time extended to Sept. 10.

WGY Schenectady, N. Y.—Granted petition for continuance of hearing upon applications of KGO San Francisco et al; continued hearing to Dec. 13.

August 13 Applications . . .

ACCEPTED FOR FILING

SSA—1460 kc

WOKO Albany, N. Y.—SSA to operate unl. with 1 kw-D 500 w-N, using call WOKO (provided WOKO remains silent) for period not to exceed six mos.

Extension of SSA

WNYC New York—Extension of SSA to operate additional time between hours of 6 a.m. (EST) and sunrise at New York, and between hours of sunset at Minneapolis and 10 p.m., using DA designed therefore, for period beginning 3 a.m. Sept. 2.

AM—1260 kc

KVOX Moorhead, Minn.—CP change frequency from 1340 to 1260 kc, increase 250 w to 1 kw-D 500 w-N, install DA-N.

AM—860 kc

Brown County Journal Inc., New Ulm, Minn.—CP new standard station 860 kc 250 w D. AMENDED to change power to 1 kw.

AM—850 kc

KFUO Clayton, Mo.—CP increase power from 5 kw D to 10 kw D. AMENDED to change power from 10 kw to 5 kw.

AM—1260 kc

KROX Crookston, Minn.—CP change frequency from 1050 to 1260 kc, change hours from D to unl. time, change 1 kw-D to 500 w-N 1 kw-D. instal DA-N and mount FM ant. on AM tower.

Modification of CP

WORM Easton, Md.—Mod. CP new standard station for extension of completion date.

KYES Butte, Mont.—Same.

License for CP

WFAM Lafayette, Ind.—License to cover CP new FM station.

WTAQ-FM Green Bay, Wis.—Same.

WWCF Greenfield, Wis.—Same.

Modification of CP

KWOS-FM Jefferson City, Mo.—Mod. CP new FM station to change ERP from 9.7 kw to 9.2 kw, ant. height above average terrain from 310 ft. to 334 ft. and make changes in ant. system.

WPTL Providence, R. I.—Mod. license to change ERP from 2.5 kw to 2,880 w and make changes in ant. system.

WCFL-FM Chicago—Mod. CP new FM station for extension of completion date.

WRJN-FM Racine, Wis.—Same.

WCON-TV Atlanta, Ga.—Mod. CP new commercial TV station to change studio and trans. locations; decrease ERP from vis. 15.8 kw, aur. 9.05 kw to vis. 15.5 kw, aur. 8.6 kw.

WENR-TV Chicago—Mod. CP new commercial TV station for extension of completion date.

WJZ-TV New York—Same.

KGO-TV San Francisco—Same.

TENDERED FOR FILING

Assignment of License

KGER KOMB-FM Long Beach, Calif.—Consent to assignment of license of AM and CP of FM stations to John Brown Schools of California.

WNNC Newton, N. C.—Consent to assignment of license to Charles C. Turner and Earl Holder d/b Newton-Conover Bcstg. Co.

August 16 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

WPFB Middletown, Ohio—Designated for hearing application for mod. license to change hours from D to unl., change power from 1 kw D to 1 kw-D, 100 w-N; dismissed application to operate WPFB under SSA with facilities requested in mod. of license application; denied request for STA to operate after sunset with 100 w.

AM—1250 kc

KTMS Santa Barbara, Calif.—Granted CP increase power from 1 kw unl. to 5 kw-D, 1 kw-N, DA-1, and install new trans.

Modification of CP

KTRN Wichita Falls, Tex.—Granted mod. CP increase D power from 1 kw to 5 kw, non-DA, and change trans.

AM—1400 kc

Biddleford Bcstg. Corp., Biddleford, Me.—Granted CP new standard station 1400 kc 250 w unl.; cond.; estimated cost $14,863.

AM—1580 kc

Eagle Printing Co., Butler, Pa.—Granted CP new standard station 1580 kc 500 w D; estimated cost $34,600.

AM—1350 kc

Manhattan Bcstg. Co. Inc., Manhattan, Kan.—Granted CP new standard station 1350 kc 500 w D; cond.; estimated cost $19,500.

The Plains Bcstg. Co. Inc., Guymon, Okla.—Granted CP new standard station 1220 kc 1 kw D; estimated cost $27,615.

AM—1430 kc

The Gladewater Bcstg. Co., Gladewater, Tex.—Granted CP new standard station 1430 kc 1 kw D only; cond.; estimated cost $20,051.

AM—690 kc

The Naugatuck Valley Bcstg. Corp., Ansonia, Conn.—Granted petition for reconsideration, removed from hearing, and granted CP new standard station 690 kc 1 kw D, engineering cond. and subject to further condition that G. W. Ray divest himself of his interest in either Elm City Bcstg. Co. or this application; estimated cost $14,200.

AM—1370 kc

Altamaha Bcstg. Co., Jesup, Ga.—Granted CP new standard station 1370 kc 1 kw D, cond.; estimated cost $24,-548.

AM—630 kc

Edmond H. Smith Jr., Hickory, N. C.—Granted CP new standard station 630 kc 1 kw D, cond.; estimated cost $18,-000.

AM—1600 kc

Baker Bcstg. Co., Fresno, Calif.—Granted CP new standard station 1600 kc 1 kw D, cond.; estimated cost $29,-460.

AM—730 kc

KULE Ephrata, Wash.—Granted mod. CP to increase power from 250 w to 1 kw, change type trans. and approval of. ant., trans. and studio locations; cond.

AM—1380 kc

Roger Williams Bcstg. Co., Pawtucket, R. I.—Adopted order granting petition for reconsideration, removed from hearing docket, and granted CP new station 1380 kc 500 w D; engineering cond.

Authority Extended

Columbia Bcstg. System—Granted extension of permit to use studios and apparatus of stations owned and affiliated with CBS for production of programs to be furnished to Canadian Stations CFRB and CKAC, and stations of Canadian Bcstg. Corp.

Waiver Extended

WWDC Washington, D. C.—Granted request for extension of waivers of Sec. 2.53 and 13.61 of Commission rules to Feb. 1, 1951, to allow operation of synch. amp. of that station by remote control and without licensed operators at synch. amp.

Change Studio

WMTC Lawson, Ky.—Granted request to change main studio location from Lawson to Vanceleve, Ky.

Studio Switch

KSTP St. Paul, Minn.—Granted request to use aux. studio at Minneapolis as temp. main studio until new main studio is completed.

SSA—730 kc

WIHL Hammond, Ind.—Granted SSA to permit WIHL to operate on 730 kc 250 w D, using existing ant. of WSLA to Nov. 15.

SSA—1460 kc

WOKO Governor Dongan Bcstg. Corp. Albany, N. Y.—Granted SSA operate unl. with 1 kw-D, 500 w-N on 1460 kc using call WOKO for 6 mos.

August 16 Applications . . .

ACCEPTED FOR FILING

AM—1370 kc

Steel City Bcstg. Co., Gary, Ind.—CP new standard station 1370 kc 1 kw D AMENDED to change to 500 w.

AM—1490 kc

WABJ Adrian, Mich.—CP change frequency from 1500 kc to 1490 kc, change hours from D to unl. Contingent on WJBK grant to change frequency AMENDED to change name of applicant from Gail D. Griner and Alden M. Cooper, partnership d/b as The Adrian Bcstg. Co. to James Gerity Jr.

Modification of CP

WGTM Wilson, N. C.—Mod. CP change frequency, increase power, etc., for extension of completion date.

License for CP

WHBC-FM Canton, Ohio—License to cover CP new FM station.

WIP-FM Philadelphia—Same.

KMHB Belton, Tex.—Same.

Modification of CP

WONS-FM Hartford, Conn.—Mod. CP new FM station for extension of completion date.

WEMI New Haven, Conn.—Same.

WJPF-FM Herrin, Ill.—Same.

WELL-FM Battle Creek, Mich.—Same.

WTCN-FM Minneapolis—Same.

KRPO San Jose, Calif.—Same.

KPRA Portland, Ore.—Same.

KOAG-FM Stillwater, Okla.—Mod. CP new noncommercial educational station for extension of completion date.

KWGS Tulsa, Okla.—Mod. CP new noncommercial educational FM station to change ERP from 1 kw to 1.1 kw and make changes in ant. system.

TENDERED FOR FILING

Modification of License

WKOX Framingham, Mass.—Mod. license to change from D to limited hours.

Transfer of Control

KFRU Columbia, Mo.—Consent to transfer of control of licensee corporation from Star-Times Pub. Co. to H. J. Waters Jr. and Mahlon R. Aldridge Jr.

FCC CORRECTION

Madisonville Bcstg. Co. Inc., Madisonville, Ky.—Item on Aug. 5 should read RETURNED July 30 instead of DISMISSED July 30.

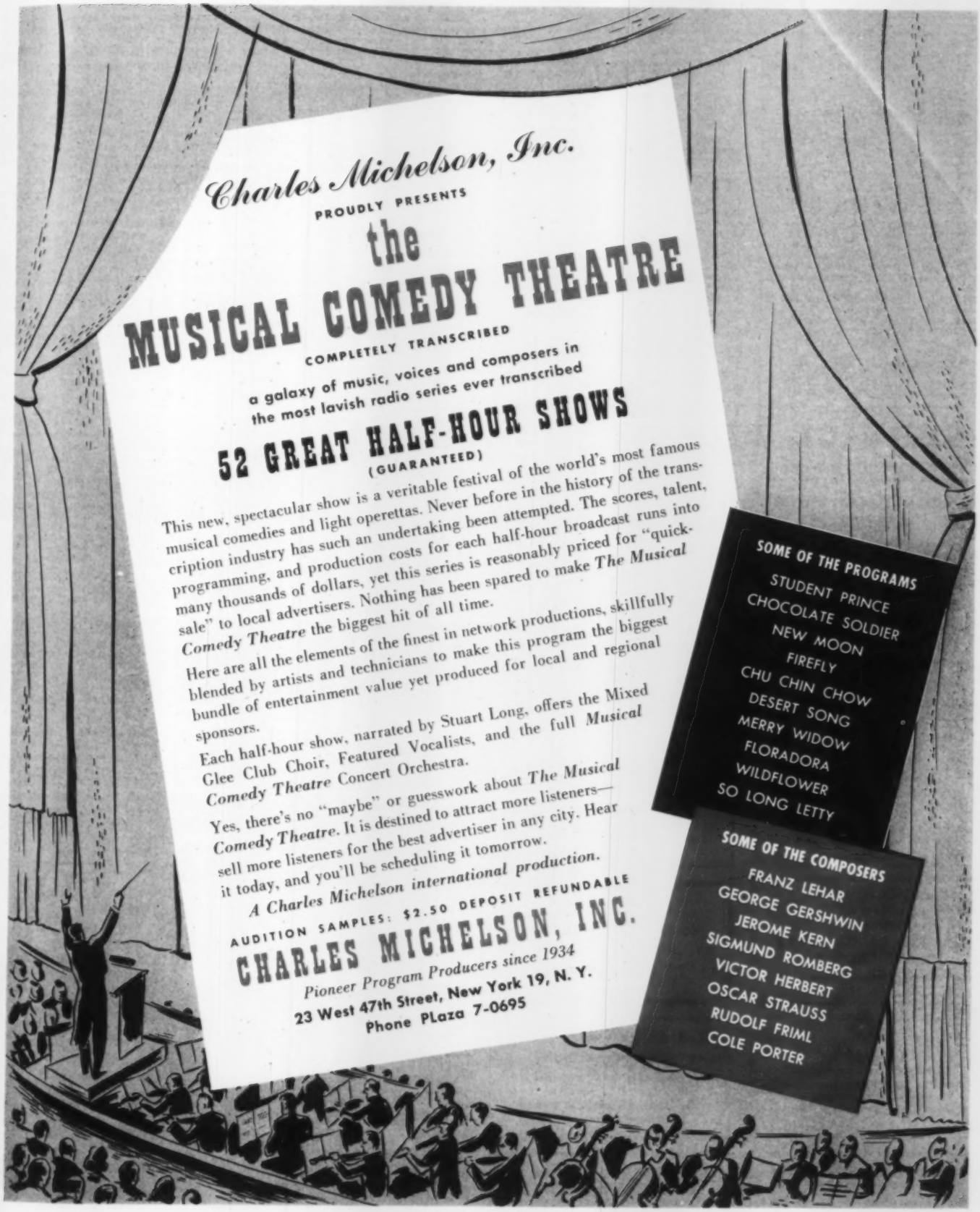
August 17 Decisions . . .

BY THE SECRETARY

The A. S. Abell Co. Area Baltimore, Md.—Granted license for new exp. TV relay station.

Following were granted licenses for new FM broadcast stations: WMAS-FM Springfield, Mass.; WGAA-FM Cedar

(Continued on page 82)

FAMILY
WIBW has been a farm station for almost a quarter - century. We sell Kansas and adjoining states because we've served them well. We're one of the family.
WIBW The Voice of Kansas in TOPEKA

Charles Michelson, Inc.
PROUDLY PRESENTS
the
MUSICAL COMEDY THEATRE
COMPLETELY TRANSCRIBED
a galaxy of music, voices and composers in
the most lavish radio series ever transcribed
52 GREAT HALF-HOUR SHOWS
(GUARANTEED)
This new, spectacular show is a veritable festival of the world's most famous musical comedies and light operettas. Never before in the history of the transcription industry has such an undertaking been attempted. The scores, talent, programming, and production costs for each half-hour broadcast runs into many thousands of dollars, yet this series is reasonably priced for "quick-sale" to local advertisers. Nothing has been spared to make The Musical Comedy Theatre the biggest hit of all time.
Here are all the elements of the finest in network productions, skillfully blended by artists and technicians to make this program the biggest bundle of entertainment value yet produced for local and regional sponsors.
Each half-hour show, narrated by Stuart Long, offers the Mixed Glee Club Choir, Featured Vocalists, and the full Musical Comedy Theatre Concert Orchestra.
Yes, there's no "maybe" or guesswork about The Musical Comedy Theatre. It is destined to attract more listeners—sell more listeners for the best advertiser in any city. Hear it today, and you'll be scheduling it tomorrow.
A Charles Michelson international production.
AUDITION SAMPLES: $2.50 DEPOSIT REFUNDABLE
CHARLES MICHELSON, INC.
Pioneer Program Producers since 1934
23 West 47th Street, New York 19, N. Y.
Phone PLaza 7-0695
SOME OF THE PROGRAMS
STUDENT PRINCE
CHOCOLATE SOLDIER
NEW MOON
FIREFLY
CHU CHIN CHOW
DESERT SONG
MERRY WIDOW
FLORADORA
WILDFLOWER
SO LONG LETTY
SOME OF THE COMPOSERS
FRANZ LEHAR
GEORGE GERSHWIN
JEROME KERN
SIGMUND ROMBERG
VICTOR HERBERT
OSCAR STRAUSS
RUDOLF FRIML
COLE PORTER

FCC Actions

(*Continued from page 80*)

Decisions Cont.:

town, Ga.; WRAK-FM Williamsport, Pa.; KTEM-FM Temple, Tex.

Following were granted CPs for new exp. TV relay stations: Crosley Bcstg. Corp., Area Cincinnati; Radio Station WOW Inc., Area Omaha; Bamberger Bcstg. Service, Area Washington, D. C.

Following were granted mod. CPs for extension of completion dates as shown: WOIC Washington, D. C. to 1-15-49; WNBQ Chicago to 10-20-48; KNBH Los Angeles to 10-20-48; WOI-TV Ames, Iowa, to 8-14-49.

KSIM Sikeston, Mo.—Granted license for new station 1400 kc 250 w unl.

WLDY Ladysmith, Wis.—Granted license for new station 1340 kc 250 w unl.

WHTC Holland, Mich.—Granted license for new station 1450 kc 250 w unl.

WEBR Buffalo, N. Y.—Granted license change frequency, increase power, etc.

WEXL Royal Oak, Mich.—Granted license to use old main trans. for aux. purposes with 250 w.

KFSD San Diego, Calif.—Granted license install new trans. and DA, etc.

WNJR Newark, N. J.—Granted license install old main trans. (at present site of main trans.) for aux. purposes with 1 kw DA-N.

WFMY Greensboro, N. C.—Granted license for new FM station.

WJAC-FM Johnstown, Pa.—Same.

WOKZ-FM Alton, Ill.—Same.

WEEI-FM Boston—Same.

WEXL-FM Royal Oak, Mich.—Same.

WLEY Elmwood Park, Ill.—Same.

WBNU Aurora, Ill.—Same.

WUOM Ann Arbor, Mich.—Granted license for new noncommercial educational station.

WADC Tallmadge, Ohio—Granted CP mount FM ant. on top of east tower of DA.

KCLO Leavenworth, Kan.—Granted voluntary assignment of CP from Alf M. Landon tr/as Leavenworth Bcstg. Co. to The Leavenworth Bcstg. Co. Inc.

KGEW Oroville, Calif.—Granted request for cancellation of CP and deletion of call letters KGEW.

W3XBR Salisbury Twp., Pa.—Granted CP reinstate exp. TV station.

WCSH Portland, Me.—Granted CP install RCA BTA-5F trans. to be used as alternate main trans. at Elmwood Ave., Scarboro, Me., on 970 kc 5 kw DA-N.

Following were granted CPs for new exp. TV relay stations: The Associated Bcstrs. Inc., Area San Francisco; The Wm. H. Block Co., Area Indianapolis; The Times-Mirror Co., Area Los Angeles.

WBIW Bedford, Ind.—Granted mod. CP for approval of ant., trans. and studio locations.

KANS Wichita, Kan.—Granted mod. CP change type trans.

KRAI Craig, Col.—Granted mod. CP to change type trans.

KVNJ Fargo, N. D.—Granted mod. CP to make changes in vertical ant. and to mount FM ant. on top of AM tower.

WHOD Homestead, Pa.—Granted mod. CP change type trans.

WEKR Fayetteville, Tenn.—Same.

WHSY Hattiesburg, Miss.—Granted mod. CP to change type trans. and for approval of ant., trans. and studio location.

WEOL Elyria, Ohio—Granted mod. CP to make changes in DA, mount FM ant. on top of No. 2 tower, change trans. location.

WGYV Greenville, Ala.—Granted mod. CP change type trans.

WBZ-TV Boston—Granted mod. CP for extension of completion date to 10-23-48.

Following were granted licenses for new FM stations: WCRS-FM Greenwood, S. C.; KWNO-FM Winona, Minn.; KRBA-FM Lufkin, Tex.; WTAD-FM Quincy, Ill.; WEEU-FM Reading, Pa.

The A. S. Abell Co., Area Baltimore—Granted CP new exp. TV relay station.

WMIM Miami, Fla.—Granted request to delete CP for new FM station.

WFEC Miami, Fla.—Granted mod. CP for approval of ant., trans. and studio locations.

Following were granted mod. CPs for extension of completion dates as shown: WFTR Front Royal, Va., to 10-8-48; KFH Wichita, Kan., to 8-29-48; KAYS Hays, Kan., to 11-1-48; WIBC Indianapolis, to 12-15-48; WHBL-FM Sheboygan, Wis., to 10-15-48; WBOW-FM Terre Haute, Ind., to 12-6-48; WCAP-FM Asbury Park, N. J., to 3-3-49; WVOP Portsmouth, Va., to 11-25-48; WPPA-FM Pottsville, Pa., to 11-23-48; WBML-FM Macon, Ga., to 2-21-49; WGBR Goldsboro, N. C., to 9-1-48; WAGE-FM Syracuse, N. Y., to 2-18-49; WKJF Pittsburgh; to 11-15-48; WGTR Paxton, Mass., to 9-15-48; WOSH-FM Oshkosh, Wis., to 9-1-48; KFAB-FM Lincoln, Neb., to 1-1-49; WSPD-FM Toledo, to 3-6-49; WHP-FM Harrisburg, Pa., to 2-26-49; WGYN New York, to 11-1-48.

Following were granted licenses for new standard stations: WBCK Battle Creek, Mich., 930 kc 1 kw-DA unl. and specify studio location; WGCD Chester, S. C., 1490 kc 250 w unl. and specify studio location; KISD Sioux Falls, S. D., 1230 kc 250 w unl.; KNOG Nogales, Ariz., 1340 kc 250 w unl. and specify studio location; KJSK Columbus, Neb., 900 kc 1 kw D; KMUS Muskogee, Okla., 1390 kc 500 w-N 1 kw-LS unl. DA-N.

WHPE-FM High Point, N. C.—Granted license new FM station.

KSEL Lubbock, Tex.—Granted CP make changes in FM and AM ant.

WSPD-TV Toledo, Ohio — Granted mod. CP for extension of completion date to 3-9-49.

KNAK Salt Lake City—Granted mod. CP for extension of completion date to 180 days after grant.

WWDX Paterson, N. J.—Granted license new FM station.

WILX North Wilkesboro, N. C.—Granted request for cancellation of standard station license and deletion of call letters effective 7-30-48.

WXHR Cambridge, Mass.—Granted voluntary assignment of CP of new FM station from Harvey Radio Labs. Inc. to Middlesex Bcstg. Corp.

WTCH Shawano, Wis.—Granted mod. CP to change type trans. and to make changes in vertical ant.

Following were granted mod. CPs for extension of completion dates as shown: WWEZ New Orleans, to 3-8-49; WIOD Miami, Fla., to 2-22-49; WONO Oneonta, N. Y., to 9-1-48; WAUX Waukesha, Wis., to 12-15-48; WATL Atlanta, Ga., to 9-5-48.

August 17 Applications . . .

ACCEPTED FOR FILING

AM—940 kc

Tyler Bcstg. Co., Tyler, Tex.—CP new standard station 940 kc 250 w D. AMENDED to change name of applicant from Durward J. Tucker, W. M. Rodgers, Irving Brown, John W. Hardy and Ray G. Thurmond, partnership d/b as Tyler Bcstg. Co. to Durward J. Tucker, W. M. Rodgers, Irving Brown, James W. Fair, Wilton H. Fair and Ray G. Thurmond, partnership d/b as Tyler Bcstg. Co.

Modification of License

KGIW Alamosa, Col. — Mod. license change hours from specified hours to limited time. AMENDED to change hours to unl. time.

Modification of CP

WIBB Macon, Ga.—Mod. CP new standard station for extension of completion date.

KFMB-TV San Diego, Calif.—Mod. CP new commercial television station for extension of completion date.

WDSU-TV New Orleans—Same.

WKRC-TV Cincinnati—Same.

KFPW-FM Fort Smith, Ark.—Mod. CP new FM station for extension of completion date.

WELL-FM Battle Creek, Mich.—Same.

WSLB-FM Ogdensburg, N. Y.—Same.

Acquisition of Control

KCUL Fort Worth, Tex.—Acquisition of control of permittee corporation from John C. Griffith, et al, to W. Bruce Chambers Jr., Nestor Guesta and John Andrews.

KRST Tyler, Tex.—Acquisition of control of permittee corporation from Bernard Wolf, Warren McDonald, Grady C. Hagan, Jake Wolf and Percy Andrews to Lonnie J. Preston, L. L. Preston, V. M. Preston and Alice Howenstine.

APPLICATIONS DISMISSED

TV—186-192 mc

Furniture City Bcstg. Corp., Grand Rapids, Mich.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 21.6 kw, aur. 15.4 kw and unl. DISMISSED Aug. 16.

AM—1390 kc

John C. Greene Jr., Carl J. McKinney and Lucy L. Sutton d/b as Pitt County Bcstg. Co., Greenville, N. C.—CP new standard station 1390 kc 1 kw D. DISMISSED Aug. 13.

August 18 Decisions . . .

BY COMMISSION EN BANC

License Extension

WBAL Baltimore, Md.—Granted temp. extension of license to Dec. 1.

License Renewal

WHAM Rochester, N. Y.—Granted renewal of license for regular period.

License Extension

WOV New York—Adopted order extending license on temp. basis to Dec. 1, provided that licensee may file with Commission request for further extension of license upon showing that further time is necessary to complete arrangements for disposition of WNEW or WOV, which are presently subject to common ownership and control, and that steps are being taken with diligence to comply with provisions of Sec. 3.35.

WORL Boston, Mass.—Adopted order extending temp. license to Dec. 1 providing that WORL make application for further extension of temporary license pending showing that it is proceeding diligently in prosecution of its appeal.

WEAS Decatur, Ga.—Granted temp. extension of license to Dec. 1 pending receipt of additional information.

KWEM West Memphis, Ark.—Granted temp. extension of license to Dec. 1.

KARK Little Rock, Ark.—Same.

KXLR North Little Rock, Ark—Same.

KOB Albuquerque, N. M.—Same.

WJVA South Bend, Ind.—Same.

KVMV Twin Falls, Idaho—Same.

KFJZ Ft. Worth, Tex.—Same.

(*Continued on page 86*)

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements — at any time
RCA COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG. ST. LOUIS 1, MO.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 — 1833 M STREET, N. W.
EXecutive 1230 — WASHINGTON 6, D. C.

Radio Towers Erected
Painted and Serviced
Ground Systems and Transmission Lines Installed
CLAY PLYMATE COMPANY, INC.
1814 Apco Tower Phone 7-7822
Oklahoma City, Oklahoma

RADIO TOWERS
Ground Systems & FM Antennas
Erected, Painted & Serviced
ADVANCE RADIO TOWER CONSTRUCTION CO.
4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

LEE E. BAKER
CONSULTING RADIO ENGINEER
FRITZ BAUER, Associate
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1479
MISSOULA, MONTANA
PHONE 8562

Radio Towers Erected
Any type, anywhere, anytime
Crews Always Available
Write, wire or phone 8503
GREENE TOWER CO.
Southern Pines, N. C.

Electrical Tower Service Corp
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

Reese Steel Erection Co., Inc.
"Engineered Erection"
Emergency Repair Service of AM FM TV Towers & Antenna
419 Grand Traverse St.
Flint, Michigan

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. Resetar Hotel
Washington 4, D. C. Watsonville, Calif.

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
LIttle Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D. C.
13th & E Sts., N. W.
NAtional 6513-6515

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St., N. W. Room 1210
DISTRICT 4127

HERBERT L. WILSON
1023 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. STERLING 7932
WASHINGTON, D. C.

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N.W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 Lillian Way GLadstone 6178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
& Associates
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

ANDERSON & MERRYMAN
New York City New Orleans
33 W. 42nd St. Lake Charles, La.
Longacre 3-6029 American Bk. Bldg.
6-1480

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
AM—Allocations & Field Engineering—FM
Oshkosh, Wisc., Phone Blackhawk 22
AND AFFILIATES
DIXIE ENGINEERING CO.
Columbia 1, S. C.; Ph. 2-2742

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

Merl Saxon
203 W. Hutchison Street
Telephone 888 or 211
San Marcos, Texas

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
820 13th St. N. W., EX. 8073
Washington 5, D. C.

•CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Commercial manager — 250 watt NBC affiliate in Iowa. Thorough knowledge of radio advertising, proven ability to sell and creative qualities necessary. Salary and overhead or draw open. Tell all first letter. Enclose references. Write Box 370, BROADCASTING.

Program director with good ideas for midwest indie small town with big town competish. Mustn't mind a little hard work. Good advancement potentialities. Reply Box X, WBYS, Canton, Illinois.

General manager with selling experience to manage 1000 watt station in growing southeastern city. Give all details experience, references, expected earnings first letter. Reply Box 476, BROADCASTING.

Combination manager-commercial manager for beautiful 250 watt station in well-known resort city. Excellent opportunity for hard worker. Also need transmitter engineer immediately. Reply full details first letter to Box 475, BROADCASTING.

Wanted: Commercial manager for new 1000 watt station, WKIN, in Kittanning, Pennsylvania. Excellent opportunity! Good salary plus bonus. Write to Julian L. Liebman, Kittanning, Pennsylvania.

Wanted—Commercial manager by established, aggressive 1000 watt midwest station, unlimited opportunity for right man. Present commercial manager being promoted. Submit full details including character references. Box 473, BROADCASTING.

Salesmen

Transcription salesmen—All sections. Popular line of jingles, shows. Top commissions. Give territory and other representations. Box 318, BROADCASTING.

Salesman capable producing. Submit full sales history. KFRO Longview, Texas.

Salesman with announcing experience for Mutual affiliate, salary plus commission, send necessary information, photo, in first letter, KOWB, Laramie, Wyoming.

Salesman—to complete expanding sales department, not a replacement. The man we seek should possess demonstrated radio advertising sales ability and own an automobile. The right man will find pleasant working conditions and satisfactory remuneration in a new progressive station outranking all competition in its areas. Contact J. Gordon Keyworth, General Manager, WMNB, North Adams, Massachusetts.

Salesman wanted: Progressive, independent major market east coast. Liberal draw and commission. Complete details first letter. Box 454, BROADCASTING.

Grand opportunity for radio men new Virginia station on air October 1. Two salesmen, month before operations start, weekly guarantee, 15% commission. Write Box 447, BROADCASTING giving full details of background, etc.

Salesman with proven ability to sell for local independent station in major eastern market. Drawing account against 15% commission. Good opportunity for right man. Send necessary information. Photo in first letter, WGAT, Utica, N. Y.

Announcers

Wanted: Announcer who can do farm shows, hillbilly and general announcing. Experience necessary. Give full information in first letter. $65 per week. Write Art Milward, WMIX, Mt Vernon, Illinois.

Resourceful writer-announcer to be program director and assistant manager new daytime independent. Write Box 784, Hickory, N. C.

Help Wanted (Cont'd)

Announcers

Established AM-FM network affiliate, southern market, desires experienced announcer September 1st. Combination man preferred. Ideal working conditions. List details, send disc immediately. Box 358, BROADCASTING.

Real sports spot—open now! Midwest town of 200,000; lots of sports year 'round. Do daily quarter hour sports show plus play-by-play football, basketball. Send record of play-by-play and sports review, photo, experience to Box 375, BROADCASTING.

Announcer-control board operator willing and able to work on GI Bill of Rights. Somebody with initiative who is willing to work in exchange for varied experience in all types of announcing. Box 411, BROADCASTING.

Need versatile girl for combination job to do woman's show announcing, switchboard-receptionist, assistant copy, record-trx filing. Also straight continuity girl. Also steno-secretary with copywriting experience. Also announcer who will and can write continuity as part of job. Deep south station. Box 428, BROADCASTING.

Wanted-Announcer, single, with ability to learn what he doesn't know. Some writing. Open Sept. 20. Disc and details to Box 429, BROADCASTING.

Announcer with 1st class license. $46.00 for 44-hour week. Ideal living conditions. KANA, Anaconda, Montana.

Texas station desires competent man. Give full details. Box 438, BROADCASTING.

Where are all the good combination men! Must have clear, natural voice and first class ticket. Write or wire qualifications and salary expected to John Garrison, WFUN, Huntsville, Alabama.

Announcer: Play-by-play sports and regular announcing duties. Submit detailed application and disc. WFIN, Findlay, Ohio.

Best paying combo job in west Texas open to right man. Need announcer with first class ticket for daytime independent, 250 watts on 800 kc. $57.70 for 40 hour week with overtime opportunity. Airmail photo, disc and references to K-triple-D, Dumas, Texas.

Where are all the good sportscasters! Play-by-play baseball and football with ability for commercial copy. Write or wire qualifications and salary expected to John Garrison, WFUN, Huntsville, Alabama.

Operator-announcer wanted—Combination man, with first class license—accent on announcing. Start at $60.00 for 40 hour week. Must be experienced. Don't apply unless you're looking for a permanent job. Send references and full details including audition disc, via Air Mail to KMVI, Wailuku, Maui, Hawaii.

Technical

Transmitter operators. No experience necessary. Small southern town. Cost of living low. Starting wage $35.00. Pay more for combination men. Apply Box 332, BROADCASTING.

Chief engineer—Midwest network regional with directional array. Station has television license; plans extensive construction program. Position demands man with directional education and professional background, experience as chief. Starting salary $400 per month. Life and health plan, periodic increases. Write giving construction education and experience, photo, references, present position. Box 338, BROADCASTING.

Wanted. Southerner as chief engineer. 250 watt CBS. Start at $70.00 weekly. Must be experienced, sober and not a floater. Write or phone, General Manager, WAIM, Anderson, South Carolina.

Help Wanted (Cont'd)

Engineer—If you hold a radiotelephone first class license; have a minimum of three years broadcast experience; would like to earn 65 to 85 dollars per week; are dependable, honest, have a reasonable personality, and like to live in a midwest city of a half million, you may be the man we need. 5 kw station. Give complete details and interview possibility. Box 419, BROADCASTING.

Wanted: Chief engineer to construct new station, WKIN, at Kittanning, Pennsylvania, 45 miles north of Pittsburgh. Good opening! State salary desired and references. Write to Julian L. Liebman, Kittanning, Pennsylvania.

Wanted—Combination engineer-announcer with first class ticket. Extensive experience unnecessary. Greatest prerequisite is announcing ability. Married man, 25 to 30 years old preferred. Real opportunity for stable man. Ideal working conditions. Kermit Ashby, Manager, KPET, Lamesa, Texas.

WANTED: Two combination engineer-announcers for local southern network affiliate. Write Box 477, BROADCASTING.

Engineer: Experienced engineer with first phone wanted for daytimer going fulltime. Car necessary. Also combination man for all night operation. Good opportunity for a single man to make a name for himself with all-nite record show. Send full details first letter. WGAT, Utica, N. Y.

Production-Programming, others

News man—Experienced in gathering, writing and editing radio news needed, half-time, to help teach radio news in accredited journalism school. Start Sept. 15 to Oct. 1. Chance for graduate work. Good start for teaching career. Write Box 417, BROADCASTING.

Newspaper affiliated independent station located in middle south has opening for experienced copywriter. Submit photograph, samples and expected starting salary. Reply to Box 431, BROADCASTING.

1st class phone—RCA graduate, young, adaptable, married. Some studio and remote experience at New York station; references. Will work any place, including U. S. possessions, which offers living wage. Announcing if necessary. Box 134, BROADCASTING.

Wanted: Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440 BROADCASTING.

Continuity writer: Man or woman experienced in writing commercials that sell. Permanent position. State experience, salary desired with sample copy. Station WTAX, Springfield, Ill.

News Opportunity

Highly experienced news editor-voice wanted to supervise preparation and deliver sponsored newscasts on 50 kw middlewest station. Five figure salary to experienced newsman with good delivery.

Box 426 Broadcasting

Continuity writers—Man and woman-versatile, by progressive 250 in large eastern market. Box 444, BROADCASTING.

Wanted—Experienced copywriter for local radio station. Air work desired, but not essential. State salary requirements. Apply P. O. Box 2009, Durham, North Carolina.

Situations Wanted

Managerial

General manager available. 15 years experience all phases construction and station operation. Family man, sober, top record, references. South only. Box 134, BROADCASTING.

Experienced manager. Eleven years network and independent operations. First class license, excellent announcer and salesman. Box 4050, San Francisco 1, California.

Situations Wanted (Cont'd)

MY G. M. WON'T RETIRE

and I'm stuck with a $7500 job as sales manager doing a general manager's job. Want to make a change to live independent or net station in major market only. N. Y. agency contacts and experience. Can create and sell programs. College grad. Single. Available within 30 days.

BOX 453, BROADCASTING

Program director-announcer for New England station. Six years experience radio; production, writing, announcing. Box 471, BROADCASTING.

Community-conscious program director produces shows that sell; small station experience, looking for big-time operation. Can furnish continuity-writing wife who handles women's programs. Team works without friction, sparks with ideas. Box 464, BROADCASTING.

Commercial manager—My record speaks for itself in qualifying me as sales manager for your station. Experience in both large and small markets. I know you would be interested if you know my background. Write Box 461, BROADCASTING.

SUGGESTIONS REQUESTED

Man with unusual qualifications desires new opportunity. During 20-year career has been musician, announcer, newscaster, program director, salesman, plus 9 years manager 5 kw network station. FCC procedure and new construction experience. Amateur movie hobby. College graduate. Good income expected. Available short notice. BOX 452, BROADCASTING.

Program director desires position with progressive station! Reliable! Ambitious! Navy veteran! Box 458, BROADCASTING.

Seeking position as assistant manager in major operation or general manager in smaller station. Twelve years experience all phases. Age 38. Now PD in small net affiliate. Available 30 days. Box 450, BROADCASTING.

WANTED

Position as General Manager or Commercial Manager

14 years in radio. Progressing from announcer to general manager. 4 years experience as general manager of small market and major market stations. Hard hitting for business and public acceptance. Top references.

Write Box 448, BROADCASTING

Administrative sales or managerial assistant at salary commensurate with present income. Experience includes AM, FM, ET's, network and local operations. Will consider any worthwhile AM, FM, TV station, network or agency proposition. Details at Box 469, BROADCASTING.

Salesmen

Announcer desires switch to sales or programming. Previous experience. BS Degree Northwestern University. Available immediately. Box 425, BROADCASTING.

You should read this. Experienced and proven combination salesman and engineer, 1st class, desires advancement. Young, reliable, ambitious, married vet with car. Additional qualifications upon request. Smaller station preferred. Box 427, BROADCASTING.

Salesman with exceptional record on both network and independent stations in highly competitive markets. If you are interested in a hard working salesman with good character, write Box 462, BROADCASTING.

Announcers

Experienced, play-by-play sportscaster. 26, doubles in staff work, news, interviews, remotes, platters. Jim Russo, 5153 Grace St., Chicago 41.

Announcer, continuity writer, experienced, dependable, versatile, veteran, 26, employed. Box 478, BROADCASTING, 360 N. Michigan, Chicago.

Situations Wanted (Cont'd)

Announcer, college background, wants experience. Graduate of School of Radio Technique, Radio City. Capable of doing all phases of broadcasting. Will travel. Box 298, BROADCASTING.

Announcer - program director. News, play-by-play all sports, MC, dialect. 3 years of local and network experience, top references. Reliable veteran seeking permanent position. Write Box 298, BROADCASTING.

Announcer. Dependable staff man, 6 years all phases including board operation. Top references. Box 378, BROADCASTING.

Announcer. Vet, experienced 6 months. Available immediately. Ambitious. Good personality. Will travel. Disc, photo available. Box 389, BROADCASTING.

Announcer, Experienced, capable handling comedy disc shows. Write continuity. Photographs and disc upon request. Box 399, BROADCASTING.

Staff announcer-operator, 24, single, thoroughly trained. Army, commercial experience. Box 412, BROADCASTING.

Westward Ho! Young woman commentator and continuity writer desires permanent position with progressive station, preferably in the west. Now employed at regional network affiliate. College background plus experience in production and with woman's and children's programs. Box 430, BROADCASTING.

Combination man—Don Martin School of Radio graduate, Hollywood, Calif. Married, ex G I. Prefer station in Northwest. Box 432, BROADCASTING.

3-In-1. Experienced announcer, writer and producer; Seeking job as program director. Here is an experienced play-by-play man for your sports, a writer and producer for your shows. Write Box 439, BROADCASTING, for the "inside story".

Newscaster—24, veteran. Year commercial experience. Can handle control board. Box 441, BROADCASTING.

Announcer-newscaster—Three years experience. MA Degree, English major. Age 32. Family man. Background prewar teaching and music interpretation. Left radio to return to teaching. Available immediately. Permanent position with future in North Carolina, Virginia, South Carolina or Florida. Bill Gatling, Box 115, Gates, North Carolina.

Announcer, one year drama and voice training. GI training acceptable. Prefer in or within thirty mile radius Philadelphia. Disc, photo on request. Douglas Stanley, 1365 Jerome St., Philadelphia 40, Penna.

Announcer experienced in commercials, news, sports and disc shows. Graduate of leading announcers school in Radio City, N. Y. Write or wire Bill Hammond, 202 Cambridge Ave., Jersey City, N. J.

Announcer—Why waste space! I'd do a good job for you. Presently employed. For the full information write Box 446, BROADCASTING.

Announcer, experience plus personality. Married veteran, now employed. Disc, photo. Box 372, BROADCASTING, 360 N. Michigan, Chicago.

Personable young woman seeking job as staff or feature announcer. Experienced. Will travel. Box 455, BROADCASTING.

Topnotch announcer with program director experience desires position with progressive station. Ambitious! Navy Veteran! Box 459, BROADCASTING.

Announcer. Studio control board operator. Three years straight announcing. Some radio directing. Two years of radio acting on network. Sound effects expert. Desire position in New York or New Jersey. "A handy man to have around a radio station." Box 460, BROADCASTING.

Two years experience as staff announcer, newscaster. Ability to do all types of shows including hillbilly. University graduate, married, desire permanent position. Immediately available. Box 463, BROADCASTING.

Combination engineer-announcer. First class license. Fourteen years experience including positions as program director, chief announcer, chief engineer, newscaster. Good voice. Thorough technical knowledge. Box 465, BROADCASTING.

Situations Wanted (Cont'd)

If experience counts, I'm your man. Over fourteen years before the mike, announcing and producing top shows. Four years with 50 kw network station in New York. Good selling voice, single, 39, sober and no drifter. Photograph, transcription and references upon request. Prefer west coast or middlewest. Available September 25 or before. Box 480, BROADCASTING, 360 N. Michigan Ave., Chicago.

Are you a gambler? Thirty day free trial. Services of attractive young lady, wonderful personality, offered on this basis. Experienced FM-AM announcing, disc shows, and writing. Chicago or vicinity. Personal interview or disc on request. Write Box 479, BROADCASTING, 360 N. Michigan Ave., Chicago.

Experienced announcer: Mature, family man seeks permanent connection, good pay. Use Box 481, BROADCASTING.

Announcer, vet, college background, versatile, trained all radio phases, will send disc, photo, information. Box 467, BROADCASTING, 360 N. Mich. Ave., Chicago.

Announcer, three years experience, all phases. Emphasis on programming production. Presently employed. Box 408, BROADCASTING.

Announcer . . . After a year in the South, wishes to add experience in the East. Best references. Strongest on news . . . professional musician past eight years, knows classical, popular music thoroughly. Twenty-three, married, children. Permanency desired above all. College grad., can handle any type show you run. Expert board operator. Net affiliate preferred. Don't believe in discs. Will come to talk it over in person. Box 10, BROADCASTING.

Technical

Graduate engineer, 12 years experience, 7 as chief of a metropolitan station, 35, married, desires connection with station holding a TV grant. Box 388, BROADCASTING.

Broadcast engineer—17 years all phases of radio. Very familiar with directionals and installation. References. Box 413, BROADCASTING.

Transmitter—Studio engineer. 1st phone, RCA graduate. Box 433, BROADCASTING.

First phone, ham, telegraph licenses-servicing, ham and commercial telegraphy experience. Announcing if necessary. David Fischer, 1232 Beach 29 St. Far Rockaway, N. Y.

First Phone—15 months prewar experience. Desires transmitter engineer position. 10 years varied experience. Possess car. Michael Matchen, 682 South Harvard, Los Angeles, Calif.

Subscribe to my frequency monitoring service, modern equipment, experienced engineer, Harold Davis, Emporia, Kansas.

Experienced 1st class engineer: 25, degree, ham, installation desirable. State salary in first letter. Box 474, BROADCASTING.

Engineer: Seven months experience operating 250 w 1 kw transmitter. Will go anywhere in Ala., Miss., La. or east Texas. Now employed. Require two weeks notice. $45 week minimum. Box 470, BROADCASTING.

Engineer. Fourteen years in broadcasting positions including chief engineer. Wide experience in construction, design, maintenance and operation. Have family. Advise salary. Box 466, BROADCASTING.

Engineer — First phone — veteran. No commercial experience. Combination job acceptable, Central graduate, one year college, available immediately. Box 457, BROADCASTING.

Chief engineer or transmitter chief—Desires position in northwest area of U. S. 2 years 50 kw construction. Installed and am transmitter chief of 5 kw trans. 18 mo. 1 year chief of 250 watts. All offers considered and answered. Excellent references. Solicit Colorado offers also. Box 456, BROADCASTING.

First ticket—2 years AM-FM transmitter and control. Fair voice. Program and production ideas. Six months sales local Mutual. Box 451, BROADCASTING.

Engineer—38, employed now. Desires change nearer NYC—within 60 mile radius. First phone. Was first class electrician in Navy. Box 449, BROADCASTING.

Engineer—1st phone, married. 250 watt experience, available immediately. M. Zibrack, 114 Dewey Pl., Atlantic City, N. J.

Situations Wanted (Cont'd)

Production-Programming, others

Experienced continuity writer — Radio and newspaper advertising background. Mechandise-wise, sponsor-wise. Commercials and program continuity. Interested cities over 100,000. State starting salary first letter. Box 435, BROADCASTING.

Continuity director — Capable, experienced, educated. Now employed, desires change to larger station, larger market. Superior recommendations. Experienced in all types continuity. Box 436, BROADCASTING.

At liberty and "at your service"—husband and wife—ideas, experience and enthusiasm. Five years free lance writing, announcing, programming at stations large and small from coast to coast. Have college degree and first phone. Definitely desire steady, permanent position with future. Willing to invest half one salary in station. Can you use? Write or wire. Box 437, BROADCASTING.

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL OF RADIO
8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

Young woman, college graduate; degree in journalism and advertising. No radio experience, but wishes to learn. Can type, write copy, local news. Experience-newspaper reporter, advertising manager for department store. Write Box 443, BROADCASTING.

Publicity-promotion man. Theatrical agency, record company experience. Good idea man with writing ability. Conscientious, reliable. Progressive organization only. Vet, 25, married. Box 445, BROADCASTING.

These are my qualifications: 13 years experience in sales. 3 in newspaper, 10 in radio. Also 10 years of commentating women's shows. Free to travel anywhere. Excellent references. Write Box 468, BROADCASTING.

Professional correspondent (government) Ex gag-writer, broadcasting school background, will increase prestige of radio star by composing sympathetic replies to fan mail. Am 27, single, personable. Salary desired only $125 week. Prefer to work in Washington, New York, Chicago or Miami. Write for details and photograph. Curiosity seekers, morons, tightwads and perfectionists kindly ignore this ad. Box 472, BROADCASTING.

Program director - announcer. Three years small market. Metropolitan station experience. Seeks future with progressive station. Now employed. Box 409, BROADCASTING.

Schools

ONE-YEAR RADIO BROADCASTING COURSE

Classes held Evenings
Monday through Friday 6-9 P.M.
Designed for veterans and others interested in intensive training for the professional radio field. Announcing, dramatics, creative and continuity writing, production, programming, radio news, radio workshop, introduction to television, radio advertising. Faculty includes prominent radio station specialists. College credit. Limited enrollment. New modern studios. G. I. approved. Classes begin Sept. 27.
Write Secretary of Evening Division for Catalog.

EMERSON COLLEGE
Founded 1880
130 Beacon Street, Boston, Mass.

Schools (Cont'd)

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!
Need Trained Personnel?
BROADCASTERS!
Want a Refresher Course?
BEGINNERS!
Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.
3338 16th Street, N. W.
Washington 10, D. C.
Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.
Please send information concerning
☐ Correspondence ☐ Residence Courses.
Name.....
Address.....
City..... State.....

TV PRODUCTION TRAINING
NEXT CLASSES BEGIN SEPT. 20th
COURSES (GI APPROVED): PROGRAM PRODUCTION - ANNOUNCING - WRITING-ACTING-CAMERA OPERATION
COMPLETE TV STUDIO EQUIP. - TV EXPERIENCED STAFF
ACT NOW - WRITE FOR ENTRANCE REQUIREMENTS
TWIN CITY TELEVISION LAB
NATION'S FOREMOST TV PRODUCTION TRAINING CENTER
(Affil. with Beck School for Radio)
Lyceum Theatre Minneapolis, Minn.

Employment Service

Employers: If you haven't used our free service, try it! 700 can't be wrong! RRR—Radio Employment Bureau, Box 413, Philadelphia.

For Sale

For Sale—Good station. Well established, fulltime, 250 watt and unopposed. City of 25,000 population. Box 442, BROADCASTING.

2 **Scully** disc recorders latest type with belt fast feed. Have been assembled but never used. 2 Fairchild disc recorders portable type 539-B. 4 Fairchild cutterheads 551-A. 1 Suction pump. 2 Altec A-255 amplifiers. 2 Altec A-420 amplifiers. 1 Altec A-127B amplifier. 1 Altec A-323 amplifier. 1 Hewlett Packard oscillator 200 CR. 1 Hewlett Packard distortion analyzer 320 AR., 1 level indicator Daven 910-E. 1 Robinson turntable. 1 WE 9A head with Langevin arm. 3 19C coils. 10 WE jack strips. 14 WE patch cords. All above equipment has been assembled but never used. Bid for all or any part. United Sound System, 5840 Second Blvd., Detroit, Mich.

(Continued on page 86)

For Sale (Cont'd)

For Sale At Once!

560 foot Andrews #452, 6⅛ inch transmission line. In storage, never uncrated.

165 foot Wincharger type 101 tower complete with lights, lighting choke, guys, insulators and WE 250 watt coupling unit with meters. Top condition. Dismantled for shipment.

To be sold at once—F.O.B. Omaha to the highest bidder. Phone or wire collect: Paul Fry, KBON, Ja. 8282, Omaha, Nebraska.

180 foot self-supporting tower in good condition complete with lighting equipment. Ready for delivery. Reasonable price. WMLT, Dublin, Georgia.

For sale. General Electric model 51 wire recorder and 6 volt inverter for portable operation. Single mike input ½ hour playing time. Excellent condition. Will sell for 30% original cost or $200. Doyle Osman, KXO, El Centro, Calif.

Western Electric 304A 1 kw transmitter complete with two sets of tubes. In good operating condition. A real buy. Can be seen KROP, Brawley, California. Contact KROP direct or your nearest Collins representative. Collins Radio Company, Cedar Rapids, Iowa; 458 S. Spring Street, Los Angeles, California; 11 West 42nd Street, New York, New York; Lakewood Professional Building, 2000 Kidwell Street, Dallas, Texas or Dogwood Road, Fountain City (Knoxville), Tennessee.

For sale—189-ft. Truscon self-supporting tower, complete with lights and insulators. Recently painted; in excellent condition. Price $2 000. Call or write WLBJ, Bowling Green, Kentucky—1340.

250 ft. Blaw-Knox self-supporting tower in first class condition. Available immediately. Contact WMBD, Peoria, Illinois.

3—400 foot, type SGN insulated Blaw-Knox radio towers (new). Write or wire Business Manager, WWJ—The Detroit News, Detroit, Mich.

Brush 401 tape recorder, $150.00. Brush 303 Magnetone wire recorder $600.00. Altec Lansing A322C limiting amplifier $350.00. Portable dual speed 10 watt Playback connection for PA microphone, leatherette, black finish, $80.00. Will sell individually. First check for each takes. You pay transportation. Box 482, BROADCASTING.

FCC Actions

(Continued from page 82)

Decisions Cont.:

License Renewal

WADE Wadesboro, N. C.—Granted renewal of license for regular period.

WGTR-FM Boston—Granted renewal of FM license for period ending March, 1, 1951.

WMNE-FM Boston—Granted renewal of FM license for period ending Dec. 1.

KMBC-FM Kansas City—Same.

WCLT-FM Newark, Ohio—Same.

License Extension

Licenses for following stations were extended on temp. basis pending final action on renewal applications: WGAR Cleveland; WJOL Joliet, Ill.; WKEU Griffin, Ga.; WMEX South Bend, Ind.; KHJ and auxiliary, KHJ-FM and W6XAO and W6XDU Los Angeles; W9XHZ Bloomington, Ind.; WNEW New York.

Hearing Designated

WFTC Kinston, N. C.—Designated for hearing application for consent to assignment of license of WFTC from Jonas Weiland to WFTC Bcstg. Co. Inc.

KBLF Red Bluff, Calif.—Designated for hearing application for consent to assignment of license of KBLF from Robert L. Weeks to Dr. Russell G. Frey.

Assignment of License

WICY Malone, N. Y.—Granted consent to voluntary assignment of license of WICY to North Country Bcstg. Co. Inc., no monetary consideration.

WBUD Morrisville, Pa.—Granted voluntary assignment of license to Morrisville Bcstg. Co. new corporation.

KTNM Tucumcari, N. M.—Granted voluntary assignment of license to partnership composed of two of present three partners, for $6,000.

Assignment of CP

WKOY Bluefield, W. Va.—Granted consent to assignment of CP from J. Lindsey Alley, Geo. E. Shumate and E. Bernard Jarrett, to Alley, Jarrett and Odes E. Robinson, for $7,000.

KOPR Butte, Mont.—Granted voluntary assignment of CP for KOPR from partnership to corporation.

FM Decisions

Commission granted four new Class B FM stations and granted modifications in power and facilities to 13 others (see separate story this issue).

TV—54-60 mc

City of Jacksonville, Jacksonville, Fla.—Granted CP new TV station; Channel 2, 54-60 mc, vis. 15 kw, aur. 7.5 kw, ant. 500 ft.; estimated cost $226,188.

TV—66-72 mc

WTAR Norfolk, Va.—Granted CP new TV station; Channel 4, 66-72 mc, vis. 24.2 kw, aur. 12.1 kw, ant. 365 ft.; estimated cost $206,050.

TV—204-210 mc

West Central Bcstg. Co., Peoria, Ill.—Granted CP new TV station; Channel 12, 204-210 mc, vis. 29 kw, aur. 14.5 kw, ant. 390 ft.; estimated cost $212,250.

Petition Denied

United Detroit Theatres Corp., Detroit—Adopted memorandum opinion and order denying petition requesting Commission to (1) set aside order of May 6, denying petition for rehearing filed by petitioner directed against grant without hearing on Feb. 12, of application of King Trendle Bcstg. Corp. for extension of completion date, and (2) issue new order effective as of date of new action.

Hearing Designated

Oregonian Pub. Co., KOIN Inc., Westinghouse Radio Stations Inc., KPOJ Inc. and Edward Lasker, Portland, Ore.—Designated for hearing in consolidated proceeding applications of Oregonian Pub. Co., KOIN Inc., Westinghouse Radio Stations Inc., KPOJ Inc. and Edward Lasker for TV stations in Portland.

Mid-South Tele. Bcstg. Co., Oklahoma City Tele. Co., Southwestern Pub. Co. and KOMA Inc., Oklahoma City, Okla.—Designated for hearing in consolidated proceeding aplications of Mid-South Tele. Bcstg. Co., Oklahoma City Tele. Co., Southwestern Pub. Co. and KOMA Inc. for TV stations in Oklahoma City, Okla.

Modification of CP

WSB-TV Atlanta, Ga.—Granted mod. CP increase visual power to 23.8 kw, aural to 12.5 kw, ant. to 545 ft.

BY COMMISSIONER WEBSTER

Paramount Television Productions Inc., San Francisco—Granted petition requesting 20-day extension of time within which to file proposed findings in proceedings upon TV applications, time extended to Sept. 7.

For Sale (Cont'd)

Transformer, 5 KVA, 200/220/240/250 primary 115 secondary. Indoor dry type fully enclosed $50. WCOS, Columbia, S. C.

For sale: 250 watt Western Electric 310-B transmitter, with one set of tubes and dual oscillator units. Best offer over $600.00. FOB Radio Station KTRF, Thief River Falls, Minnesota.

For sale: Two Collins 24A turntables complete with WE 9A and 9B reproducers and equalizers. Used only for 100 hours on FM. Cost $625 each. Will sell for good loss at cash. Reason for selling—started out with two studios but connected to one. Call or write. WLIN, Merrill, Wisconsin.

Wanted to Buy

Wanted to buy—Part interest in kilowatt daytime station that needs experienced management to show profit. Replies confidential. Box 387, BROADCASTING.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

August 18 Applications . . .

ACCEPTED FOR FILING

Transfer of Control

WWGP Sanford, N. C.—Involuntary transfer of control of licensee corp. from W. W. Gregory, deceased, to Anna Louise Gregory, administratrix of the estate of W. W. Gregory, deceased.

Modification of CP

KTRN Wichita Falls, Tex.—Mod. CP new standard station for extension of completion date.

License for CP

WHAV-FM Haverhill, Mass.—License to cover CP new FM station.

Modification of CP

WHB-FM Kansas City, Mo.—Same.

KFH-FM Wichita, Kan.—Mod. CP new FM station, change ERP from 180 kw to 10.6 kw, ant. height above average terrain from 420 ft. to 406 ft., type of trans. max. 3 kw.

WDSW New Orleans—Mod. CP new FM station change trans. site, change ERP from 40 kw to 103 kw, change trans., decrease ant. height above average terrain to 177 ft., decrease overall height above ground to 232 ft. and make changes in ant. system.

KVME Merced, Calif.—Mod. CP new FM station for extension of completion date.

WHBF-FM Rock Island, Ill.—Same.

WGBG-FM Greensboro, N. C.—Same.

WRRN-FM Warren, Ohio—Same.

(Continued on page 89)

TV CUTS A RUG!

Latest Feature at WCAU-TV Is Jitterbug Contest

THE TELEVISION cameraman's nightmare has become a reality.

As though chasing racing figures across basketball courts, boxing rings and football fields with their lens wasn't strenuous enough, cameramen at WCAU-TV Philadelphia now must capture for televising the wild antics of jitterbugs.

A regularly-scheduled half-hour TV Jitterbug Contest was started this month on the station's platter show, co-sponsored by the Big Ten Dealers of Philadelphia and Raymond Rosen and Co., RCA Victor distributors for the Quaker City.

Contestants secure entry blanks at one of the stores and compete in video elimination contests each Wednesday night. Four winning couples then appear the following week on Doug Arthur's *Record Room* disc jockey show at 8 p.m. Wednesdays. The winners receive ten silver dollars—one from each dealer.

The winning couple in the finals has an optional choice of prizes. They may share an RCA Victor television set or each member of the team may have an RCA Victor radio-phonograph combination console model.

WHIN, 1-KW DAYTIME INDEPENDENT, STARTS

PARADE of talent and speakers headed by Rep. Albert Gore (D-Tenn.) participated in the formal opening broadcast of WHIN, new 1-kw daytime independent at Gallatin, Tenn., on Aug. 8. The station, owned by Sumner County Broadcasting Co. had begun operations the previous Monday on 1010 kc.

Among guests who took part in the formal opening ceremonies were F. C. Sowell, manager of WLAC Nashville, and Mrs. Dorothea Askins, representing WCOV Montgomery, Ala. The ceremonies were attended by 3,000 visitors, the WHIN management reports.

President of the licensee company is Charles B. Cage. WHIN is staffed by Weston E. Britt, program director and station manager; Bill Allen, Bill Gallivan and Joe Glassman, announcers; Polk Perdue, Howard Woodard and Reed Hudson, engineers; Lee Blum, salesman, and Rowena Ray, bookkeeper and receptionist.

CCIR Director

THE General Assembly of the Consultative Committee for International Radio, meeting in Stockholm, Sweden, announced the election of Dr. Balth van der Pol, of the Netherlands, as CCIR director. The Aug. 9 issue of BROADCASTING referred to the director as Dr. Poll and identified him as a German.

MAJOR
MARKET REGIONAL

Located in a large and growing southwest market, this facility has one of the most attractive potentials in major market radio.

Station is operating profitably now and is showing a consistent growth. Physical properties are excellent and the technical position is most favorable. Price $142,500. Write

BLACKBURN-HAMILTON COMPANY, INC.
RADIO STATION BROKERS

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Avenue
NAtional 7405

DALLAS
Clarence E. Wilson and Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery Street
Exbrook 2-5672

COOPERATION
KCMJ and Local Papers Work Hand in Hand

COOPERATION is the keynote between KCMJ Palm Springs, Calif., and local newspapers. Dick Joy, KCMJ manager, reports that the local papers run the station logs free of charge and also carry numerous publicity stories about the station. In turn KCMJ gives full credit to the papers for news which they supply.

This cooperation has been carried to Desert Hot Springs, ten miles away, where the *Desert Hot Springs Sentinel* carried a front page story about a KCMJ program and said, in part:

"Dick Joy, Harry Davis and Roland Vaille all deserve great credit for pioneering radio on the desert. They have accomplished a swell job.

"Everyone can assist greatly by contributing all happenings of public interest to the 'Sentinel.' We will print and turn them over to our friends at KCMJ."

Mr. Joy reports that the station personnel has gone out directly to make friends with the local publishers and that the station works with them in all community endeavors.

WTAQ-FM Green Bay Starts on Channel 273

WTAQ-FM Green Bay, Wis., started operation Aug. 16 on Channel 273, 102.5 mc, with a power of 14 kw. Station is affiliated with WTAQ Green Bay and is licensed to WHBY Inc., which also operates WHBY Appleton, Wis.

Dedicatory talks were given by Abbot S. M. Killeen, president of the corporation; Dominic Olejiniczak, mayor of Green Bay; E. A. Seymour, mayor of De Pere, and Harry Conlon, president of the Green Bay Assn. of Commerce. Clair Stone, program director, gave a brief history of WTAQ, starting in 1924 when the first 50-w transmitter was put on the air. WTAQ is now a 5-kw, CBS outlet.

KRVM Eugene, Ore., educational FM station, has received final license from FCC to cover its CP. Station operates with 400 w on 90.1 m.c., four hours daily. Hours will be expanded to 6 daily beginning Sept. 13.

WMAW Special Show To Mark ABC Affiliation

AFTER several months of partial affiliation with ABC, WMAW last Monday became exclusive outlet for the network in Milwaukee. ABC saluted its new affiliate on several of its shows last week, including *Breakfast Club*, *Welcome Travelers* and *Ladies, Be Seated*.

WMAW, operating with 5 kw unlimited on 1250 kc, is planning a two-hour celebration of its ABC affiliation Saturday night, Sept. 4, at the Milwaukee Auditorium. Milwaukee's own Tommy Bartlett, of the *Welcome Travelers* show, will be featured.

Studios of WMAW are in Milwaukee's Towne Hotel, 723 N. Third St., and the transmitter is at Hales Corners, Wis. The station is owned and operated by Midwest Broadcasting Co.

Dropping its ABC affiliation in Milwaukee is WEMP.

Homemakers Script Show Placed on 192 Stations

ONE HUNDRED and ninety two stations in 44 states are reported to be carrying *The Sunlit Kitchen Chef*, homemakers script show prepared for the Mayonnaise and Salad Dressing Mfrs. Assn. Inc. by Rollo King Radio Productions, Washington. The script, which is free and available for sponsorship, may be used as a 15-minute show once a week or may be broken into five and ten minute sections for incorporation in other women's programs or use several times a week.

Recipes for all types of foods are included and no brand names are used, according to Ludwig Caminita Jr., public relations counsel for the association. Free copies of the recipes also are available through the stations.

Mr. Caminita reports that the scripts are being offered on an exclusive basis in each town. Further information may be obtained by contacting him at 710 14th Street, N. W., Washington, D. C.

CBS "Lum 'n' Abner" will originate from Las Vegas, Nev., last week of its run, Sept. 20 through Sept. 24 on KLAS.

News

GEORGE WALSH, former sprots director for WHAS Louisville, Ky., will join WFIL-TV Philadelphia, Aug. 30, as television sports commentator. **TOM MOOREHEAD** will continue as sports director for all WFIL stations. Mr. Walsh has announced Kentucky Derby broadcasts for CBS since 1940 and previously was with WRUF Gainesville, Fla.

CARL COLLIN, former farm service director of Fetzer Broadcasting Co. (WKZO Kalamazoo, WJEF Grand Rapids, Mich.), and recently with WLS Chicago, has returned to Fetzer Broadcasting Co. in same capacity. He will broadcast two shows daily over both WKZO and WJEF.

PAUL B. BOEHM has been appointed sports director of WGPA and WGPA-FM Bethlehem, Pa.

NORM DOYLE, former sports and special events man at WEPM Martinsburg, W. Va., has joined WCCM Lawrence-Lowell, Mass. He will handle sports play-by-play broadcasts.

JOHN SMILIE and **BOB LINDSAY** have joined newsroom staff of WKOW Madison, Wis. **MICHAEL HINN**, formerly with WLW Cincinnati, is director of news and special events for the new 10-kw station.

GEORGE THOMAS FOLSTER, NBC Tokyo correspondent, has been made honorary member of First Cavalry Division, which is stationed in Japan, according to word received at network's headquarters in New York last week. Mr. Folster was cited for his "tireless efforts, for foresight and understanding" . . . in "furthering the objectives of the Allied Powers."

FOWLER HARPER, professor of law at Yale U., is now featured by two Connecticut stations in Sunday news commentary, heard at 7:30 p.m. Speaking from WAVZ New Haven, Mr. Harper's program also is carried by WMMW Meriden.

A. G. CANNINGS has been appointed news director of CKWX Vancouver, succeeding **SAM G. ROSS**, who has been promoted to assistant manager of CKWX.

WILLIAM WHITEHOUSE, ABC news editor, is the father of a boy, William Christopher.

CBS has opened a medical office at its New York headquarters offering free service to all employes. Office, at 485 Madison Ave., is staffed by a physician and registered nurse. CBS guests and visitors also may receive emergency treatment there, although service is intended primarily for network employes.

Resting Easier

A BIT UNEASY since they began hearing unfamiliar noises from the vicinity of the East River, New York's ordinarily blase East Siders can relax now. Every hour in recent weeks they have been hearing what sounded like a radio jingle booming out on what apparently were church bells. The jingle comes from the direction of the river. Some careful sleuthing provided the explanation, and no church bells are involved. Instead, an electronically-controlled carillon at a soft-drink bottling plant in Long Island City gives out with the melody that goes with the lines beginning, "Pepsi-Cola Hits the Spot"—every hour on the hour and followed by music.

FIRST IN THIS BIG WEST TEXAS MARKET
KFYO
LUBBOCK
TEXAS
. . . Because it's the CENTRAL SELLING FORCE of the vast geographical, trading, financial, industrial, commercial, and educational center located at Lubbock . . . BECAUSE it can open the door to this multi-million dollar market it's a KEY station—KFYO—the station with the consistent clear signal.
affiliated with
AMERICAN BROADCASTING CO., Inc.
LONE STAR CHAIN
REPRESENTED BY
TAYLOR-HOWE-SHOWDEN Radio Sales inc.

IN ATLANTA IT'S WCON
THE ATLANTA CONSTITUTION STATION
ABC
NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY
679,973,000
Retail sales to families in WCON's coverage area were six hundred seventy-nine million, nine hundred and seventy-three thousand dollars in 1947.
WCON is the medium to help get your share. Write or wire Headley-Reed Company for availabilities.
WCON
5000 WATTS • 550 KC

The most
"Radio Active"
STATION
IN UTAH
DIAL 570
KUTA
SALT LAKE CITY
ABC FOR UTAH
WELL REPRESENTED BY KATZ AGENCY

STATION MANAGERS
WANT AN *EASY*
SHOW TO SELL?
Inquire about
'MUSICAL MENU'
A different kind of remote program and a "natural" for the BEST Restaurant in your town. "Musical Menu" is being offered to only one station in each city. Write now for details and low cost of this cleverest show in radio.
MARTY'S MUSICAL MENU
W B M D
2 W. Eager St.
Baltimore 1, Md.

LIBEL and SLANDER
Invasion of Privacy
Violation of Copyright
Plagiarism
These daily hazards can be INSURED.
We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICY is adequate, effective and inexpensive. Write for details and quotations.
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

GIANT MAIL PIECE called a "Sports-O-Gram" was gotten out by WIBG Philadelphia to announce addition of two new sports features available for sponsorship. Piece offered 33 home games of championship Philadelphia Warriors basketball team and 34 Philadelphia Rockets ice hockey games. Signed by Edward D. Clery, general manager, circular made it plain that the two series were available together or separately. In a P.S., "Sports-O-Gram" announced WIBG would offer publicity buildup for events which would include 24 sheet posters, street car dash cards, newspapers, sports programs and spot announcements.

Pronunciation Booklet

REVISED "Pronouncing Gazetteer" of Wisconsin place names has been distributed by WHA Madison, U. of Wis. station. Names of unusual towns, many of which have Indian derivations, are listed alphabetically with phonetic spellings. Booklet has been distributed personally by H. B. McCarty, director of WHA, to directors of all stations in the state.

Market Data Folder

GREATER Kansas City Market data is being distributed in three-color folder by KCKN Kansas City. Folder contains a coverage map plus figures on population, radio homes, effective buying income and retail sales.

Success Story

TO TELL story of success of its "Doctor's Orders" series, Radio Providence Productions, Providence, R.I., has distributed kits to trade giving results of recent offer made on show. Five-page kit tells of offer of free copies of bound collections of doctors' interviews to listeners of WEAN Providence. Data on total distribution of book is presented along with breakdown of occupation and residence of persons requesting the publication.

Offers Recipes

PENNY POSTCARD sent to "Modern Kitchen" program, WTAG Worcester, Mass., brings listeners several selected recipes daily throughout the year. Lyda Flanders, program's home economist, sends out over 550 different recipes a year to listeners on request, station reports. Recipes are written in conversational form with personal observations and notes made throughout by Mrs. Flanders.

Explains Programming

THREE-PAGE news letter has been prepared by KWSC Pullman, Wash., titled "How 16½ Daily Hours are Programmed." Written in very informal, easy-to-read style, letter explains station's system of "cyclical programming." Entire schedule of typical day is charted and discussed.

Super Promotion

MOVIE SHORT of "Superman" is being run at every matinee showing at Palace Theatre in Akron, Ohio, as promotional tie-in with WHKK Akron. WHKK carries the MBS "Superman" show sustaining five days weekly. Special trailer at end of each movie short, to be run daily for twelve weeks, calls attention to radio program over WHKK. Station also has large display in theatre lobby promoting both shows. WHKK in return is using courtesy spots after "Superman" broadcasts calling attention to showing at theatre.

Mail Coverage Map

SPECIAL mail coverage map is being sent to prospective regional clients by WCSI-FM Columbus, Ind. Red circles on the map show all points from which station has received mail. Blue circles show points from which station has received long distance calls on its Saturday evening "Bandstand" program.

KCOK Is Honored

TOP RATING on the Tularereport is proud claim of KCOK Tulare, Calif. Local girls' club recently took as its week's project a personal survey on local radio programs to determine most popular locally produced show. Girls made person-to-person survey, even covering surrounding areas by stopping shoppers on street. Out of all shows on six stations in area, KCOK reports that its "Date With a Disc" came out on top.

TV Fair Exhibit

"SEE yourself on television" feature will be contribution of WLWT Cincinnati to Ohio State Fair visitors. Station has arranged for special telecasts on fair grounds Aug. 31 and Sept. 1 and 2. Telecasts will not be aired outside grounds and will be visible only to persons in attendance there. WLWT mobile TV unit will be parked on grounds few hundred feet from four video receivers. Pictures will be flashed to sets by means of micro-wave transmitter unit on top mobile unit bus. Two cameras will be used. One for general scanning of fair; second for training on visitors as they approach TV sets, where they will see themselves. WLWT engineers will be on hand to explain to spectators operation of television. Special entertainment program also will be presented Sept. 3 by talent from WLW, AM sister of WLWT.

Promotion

Birth of 'Trash Roasts'

RADIO has been credited with originating many customs and living habits of this age. Jay Owen, star of "Anything Goes" program over WINX Washington, has added another such honor to the industry's scroll. He has inaugurated a "trash roast," similar in name only to wiener roast. Inspiration for this sport came about through appearance of Philip Shane, manager of Washington's Commercial Trash Removal Service, as guest "Sponsor of the Day" on "Anything Goes." During interview, Mr. Owen's fertile mind turned handsprings and "trash roast" was born. Within few hours, Mr. Owen and many of his listeners were arriving from all directions at trash company's headquarters. After presenting their admission — one bag of trash each—they boarded company's trash removal trucks and sped through moonlit streets to Washington City Dump—logical site for a "trash roast." Mr. Owen provided entertainment and sponsor furnished refreshments. Completing event, Mr. Owen gave full report on following day's program, highlighted by "Trash Roast Ode" penned by enthusiastic listener who had participated.

Outstanding Cooks

SELECTION of best cooks in New England is task being undertaken by Polly Huse of "Shopping With Polly" over WLAW Lawrence, Mass. Mrs. Huse has started new contest in which she will select outstanding cook each week, based on recipes submitted to her. Each weekly winner will receive Waltham watch. Mrs. Huse is assembling each week's winning recipe and at conclusion of 52-week contest she will publish 52 best recipes, with credit, in book to be distributed to listeners.

Announcing Move

TO ANNOUNCE its move to new studios this month, WHN New York distributed announcements written in rhyme. Headed "Aug. 16 Is the Wonderful Day," "poem" gives new address, 711 Fifth Ave., new phone number, Murray Hill 8-1000, and invitation to visit new home.

'Carson Cooler'

NEW WAY to keep cool has been devised by Denver soda mixer which has become good promotion for KLZ Denver. Soda specialist has introduced his customers to a "Sue Carson Cooler" named after KLZ's women's editor. A large sign on drugstore counter reads "Try a Sue Carson Cooler—Listen to KLZ Monday through Friday 3. p.m."

Coverage Data

COVERAGE DATA for Buffalo and Niagara Frontier forms basis of latest promotion feature of WEBR Buffalo. Colorful four-page brochure has been prepared, giving coverage figures in detail and telling sum total of more than 200 years service to Buffalo advertisers by WEBR. Full-page map in color gives picture of primary and secondary coverage of station. Back cover answers questions asked of station by an agency.

Promotion Personnel

MAURICE GAFFNEY, assistant director and copy chief in ABC presentations department, has been named director of the department, replacing **RIDGWAY HUGHES,** who resigned to join promotion department of "Look" magazine. **EDWARD EHRICH** assumes Mr. Gaffney's former position.

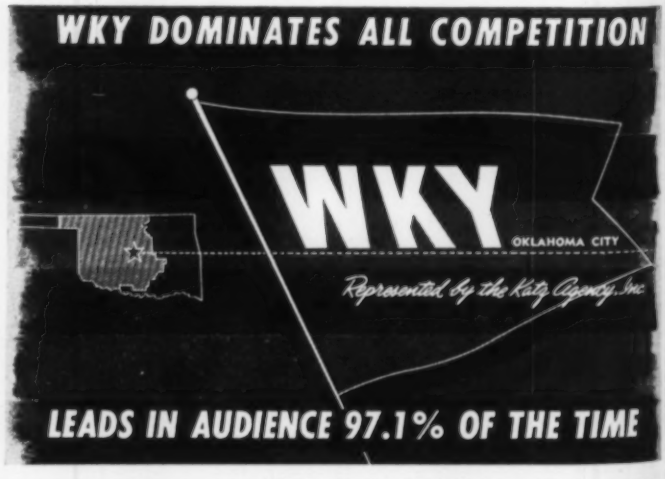
NANCY LEE MEISTER, formerly with American Red Cross, and **ELMA DeMEIRE,** previously with Newcomb Audio Products Co., Los Angeles, have joined sales and promotion department of KFI Los Angeles.

MARILYN MAYNE, former publicity director with John Robert Powers, New York, has joined advertising, promotion and publicity department of KGO San Francisco, replacing **RITA MEEHAN,** resigned.

GORDON GRANNIS, of advertising, promotion and publicity department of KGO San Francisco, and Margerie Benemuth have announced their marriage.

SUE DOHAN, Don Lee publicist, and Vernon Aspaturian are to be married Aug. 29.

TELEVISION is used to utmost in Cincinnati's new 400-room Terrace Plaza Hotel. Four telesets are set up in cocktail bar and restaurant. 12-inch set built into wall of another restaurant on 20th floor and all rooms are equipped with television antennas. Guests can be provided table sets at room service. All sets were furnished hotel by Crosley Division of Avco Mfg. Corp.



FCC Actions

(Continued from page 86)

Applications Cont.:

WSOU South Orange, N. J.—Mod. CP new non-commercial educational FM station, to change ERP from 250 w to 1 kw and type trans. Max. 1 kw.

R. L. Wheelock, W. L. Pickens and H. H. Coffield d/b as Corpus Christi Television Co., Corpus Christi, Tex.—CP new commercial TV station on Channel 6, 82-88 mc, ERP vis. 19.2 kw, aur. 9.6 kw and unl. AMENDED to make ant. changes.

Charleston Bcstg. Co., Charleston, W. Va.—CP new commercial TV station on Channel 13, 210-216 mc, ERP vis. 27.2 kw, aur. 13.6 kw and unl.

Charles E. Salik, San Diego, Calif.—CP new commercial TV station on Channel 6, 82-88 mc, ERP vis. 19.8 kw, aur. 9.9 kw and unl.

WBRC-TV Birmingham, Ala.—Mod. CP new commercial TV station for extension of completion date.

WDTV Pittsburgh, Pa.—Same.

TENDERED FOR FILING

Harbenito Bcstg. Co., Harlingen, Tex. CP new commercial TV station on Channel 9, 186-192 mc, ERP vis. 24.5 kw, aur. 12.4 kw.

August 19 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

KPPC Pasadena, Calif.—Designated for hearing applications for CP increase power from 100 w to 250 w and make changes in trans. equipment, operating on 1240 kc specified hours; made KGFJ Los Angeles and KRNO San Bernardino parties to proceedings.

AM—1540 kc

The Community Bcstg. Co. Inc., Parsons, Kan.—Granted CP new standard station 1540 kc 250 w D, engineering cond. and subject to cond. that applicant accept such interference, if any, that might be received in event of grant of pending application of McPherson Bcstg. Co. Inc., McPherson, Kan.; estimated cost $22,000.

License for CP

WRFW Eau Claire, Wis.—Granted license covering CP new station and granted waiver Sec. 3.30 (a) (re studio location outside of city limits) 1050 kc 1 kw D.

WMRA Myrtle Beach, S. C.—Granted license covering CP new station 1450 kc 250 w unl.

Extension of SSA

KOB Albuquerque, N. M. —Granted extension of SSA to operate on 770 kc 5 kw-N 50 kw-LS unl. until Dec. 1, and expressly contingent upon final decision of KOB hearing for regular license on 770 kc.

Waiver Granted

WIBM Jackson, Mich.—Granted request for waiver of Sec. 3.30 (a) and 187 to permit station to originate programs from studio location at trans. site which is 0.2 of mile outside township of Jackson.

Hearing Designated

Dale S. Crowley, Washington, D. C. and Grant A. Wood, Hyattsville, Md.—Granted petition filed by Grant A. Wood requesting that his application and that of Dale S. Crowley be designated for hearing in consolidated proceedings, each seeking 1540 kc 1 kw D.

Madera Bcstg. Co., Madera, Calif.—Designated for hearing application of Madera Bcstg. Co. for new station at Madera 1340 kc 250 w unl. to be heard in consolidated proceedings with applications of George F. Haddican and Radio Delano, Delano, Calif.

KIDO Boise, Ida., and KOOS Coos Bay, Ore.—Designated for hearing in consolidated proceeding applications of KIDO to change frequency to 630 kc, increase power to 5 kw DA-2 unl., and KOOS to change frequency to 630 kc and increase power to 1 kw DA-1 unl.

WTOD Toledo, Ohio; The Rural Bcstg. Co. of Ohio, Oak Harbor, Mich., and WBIG Greensboro, N. C.—Granted petition of WBIG requesting that application of Rural Bcstg. Co. of Ohio be designated for hearing; ordered that applications of Unity Corp. Inc. to change facilities of WTOD from 1560 kc 1 kw D to 1470 kc 1 kw DA-2 unl. and The Rural Bcstg. Co. for new station 1470 kc 1 kw DA-2 unl. be consolidated in proceeding with applications of Continental Bcstg. Co., The Midwestern Bcstg. Co. and The Toledo Blade Co.; made WBIG party to proceeding.

WKAP Allentown; WSCR Scranton, and WBRE Wilkes Barre, Pa.—Designated for hearing in consolidated proceeding applications of WKAP to change facilities from 1580 kc 1 kw D to 1320 kc 1 kw DA-N unl.; WSCR ot change 1000 kc 1 kw D to 1320 kc 500 w-N 1 kw-LS DA-N unl., and WBRE for CP to construct satellite station at Scranton on 1340 kc.

AM—1440 kc

Brunswick Bcstg. Corp., Brunswick, Ga., and WMRC Greenville, S. C.—Adopted order granting joint petition for grant of respective application, and granted application of Brunswick Bcstg. Corp. for CP new station 1440 kc 1 kw unl. DA-N at Brunswick and CP to change operation of WMRC Greenville from 1490 kc 250 w unl. to 1440 kc 5 kw unl. DA-N.

Petition Denied

KRUS Ruston, and Parish Bcstg. Co., Minden, La.—Denied petition of Parish Bcstg. Corp. requesting reconsideration and grant without hearing of application for CP new station 1240 kc 250 w unl.; designated for hearing in consolidated proceeding said application of Parish Bcstg. Co. with application of KRUS to change from 1490 kc to 1230 kc, operating 250 w unl.

Guilford Bcstg. Co., Greensboro, N. C.—Denied petition for reconsideration and grant without hearing of application for CP new station 1400 kc 250 w unl.

Petition Granted

KSFO San Francisco, and KQW San Jose, Calif.—Granted joint petition filed by KSFO and KQW requesting that KQW be permitted to amend its application to specify 560 kc 5 kw unl. at new trans. site and with new trans. using DA-N and that, with KQW application being so amended, both applications of KSFO and KQW be granted without further hearing; ordered that amendment to KQW application be accepted and granted subject to CAA approval of trans. site and on cond. that it satisfied legitimate complaints of blanketing occurring within its 250 and 500 mv/m contours; further ordered grant of application of KSFO to change from 560 kc 5 kw-D 1 kw-N to 740 kc 50 kw unl. at new trans. site and with new trans. and DA subject to filing within 60 days application for mod. CP specifying DA and trans. site identical with that proposed by Pacific Agricultural Foundations for its proposed operation of KQW on 740 kc at Nov. 1946 hearings held in these proceedings.

Petition Dismissed

Suburban Bcstg. Corp., New Rochelle, N. Y.—Adopted order dismissing as moot petitions requesting Commission to institute proceedings to revoke, cancel and otherwise set aside CP issued to WHOM and requesting Commission to physically return to Suburban said petition.

Hearing Designated

Suburban Bcstg. Corp., New Rochelle, N. Y.—Designated for hearing application for new station 1460 kc 500 w D; made WNAB Bridgeport, Conn., party to proceeding.

Petition Denied

Kern County Bcstrs., Bakersfield, Calif. —Adopted order denying petition filed by Kern County Bcstrs. for reconsideration of Commission action of June 2 granting consent to assignment of license of KERO Bakersfield, Calif., from J. E. Rodman to Paul R. Bartlett and dismissing competing application of petitioner, and requesting designation of said applications in consolidated hearing.

August 19 Applications . . .

ACCEPTED FOR FILING

Assignment of CP

WTNB WTNB-FM Birmingham, Ala. —Voluntary assignment of CP and license from Thomas N. Beach to Thomas N. Beach and Roy M. Hofheinz, partnership d/b as Radio Station WTNB.

WSLW Fort Lauderdale, Fla.—Voluntary assignment of CP from Southland Bcstg. Corp. to George D. Gartland.

Assignment of License

KSDJ San Diego, Calif.—Voluntary assignment of license from Clinton D. McKinnon to Charles E. Salik.

Transfer of Control

KCBC Des Moines—Voluntary transfer of control of licensee corporation from George P. E. Caesar Jr., Claudia U. Caesar, Myles H. Johns, June Smith Johns and Myles H. and June Smith Johns as trustees for L. E. Johns and J. E. Johns to George P. E. Caesar Jr., Claudia U. Caesar, Karl Peters, Helen U. Peters and Victor M. Harding and Daniel H. Schuyler trustees for L. E. Johns and J. E. Johns.

KVGB Great Bend, Kan.—Voluntary transfer of control of licensee corporation from R. C. Russell and M. F. Russell to Helen Townsley Coogan, Will Townsley Jr., and Russell T. Townsley.

Relinquishment of Control

WDAR Savannah, Ga.—Relinquishment of control of licensee corporation from A. C. Neff to Nephew K. Clark.

Modification of CP

KCOK Tulare, Calif.—Mod. CP change frequency, increase power etc. Extension of completion date.

KHBC Hilo, Hawaii—Same.

WJAX Jacksonville, Fla.—Mod. CP increase power etc. Extension of completion date.

Relinquishment of Control

WDAR-FM Savannah, Ga.—Relinquishment of control of permittee corporation from A. C. Neff to Nephew K. Clark.

Transfer of Control

KCBC-FM Des Moines, Iowa—Voluntary transfer of control of permittee from George P. E. Caesar Jr., Claudia U. Caesar, Myles H. Johns, June Smith Johns, Myles H. Johns and June Smith Johns, trustees for L. E. Johns and J. E. Johns to George P. E. Caesar Jr., Claudia U. Caesar, Karl Peters, Helen U. Peters, Victor M. Harding and Daniel H. Schuyler, trustees for L. E. Johns and J. E. Johns.

Modification of CP

WRLD-FM Lanett, Ala.—Mod. CP new FM station for extension of completion date.

WCFM Washington, D. C.—Same.

WJR-FM Detroit—Same.

WLWA Cincinnati—Same.

KFCK-FM Odessa, Tex.—Same.

KWFT-FM Wichita Falls, Tex.—Same.

TV—76-82 mc

WPTF Radio Co., Raleigh, N. C.—CP new commercial television station Channel 5, 76-82 mc ERP vis. 16.6 kw aur. 8.3 kw unl. AMENDED to change from rural station to metropolitan station.

Modification of CP

KRSC-TV Seattle, Wash.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

Stock Transfer

WOOD Grand Rapids, Mich.—Consent to transfer of control of 30 shares of common voting stock by WFBM Inc. (stockholder in licensee) to Arthur R. Treanor.

Popularity Plus

OVERPOPULARITY in radio is a strange thing, but it just about killed the *Dial Dunlap* show on WLIZ Bridgeport, Conn. With no giveaways or dedications, listeners were asked to call the station to vote for selections to be used on the next day's program. Two phones were used and things went fine until traffic became so heavy in the telephone office that it overloaded the equipment. Meters installed on the lines July 29 by the Southern New England Telephone Co. recorded 2171 calls which got a "busy" signal and the station reports between 250 and 300 calls which were completed. At the request of the telephone company, Wallie Dunlap, m.c. of the show, discontinued the use of the phones and started asking for mail "votes." Station reports that even so 639 pieces of mail were received within five days.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO AUG. 19

Class	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,750	335		586	314
FM STATIONS	192	753[1]	99[2]	86	40
TV STATIONS	7	116[3]		298	192

[1]384 are on air. [2]27 are on air. [3]22 are on air.

TV APPLICATIONS

Harlingen, Tex. — Harbenito Broadcasting Co., Channel 9, (186-192 mc), 24.5 kw visual, 12.4 kw aural, antenna height above average terrain 500 ft. Estimated cost $127,245, first year operating cost $50,000, first year income $35,000. Harbenito Broadcasting is owned by McHenry Tichenor, president and 75%; Genevive Tichenor, secretary and 24.66%, and Troy McDaniel, vice president and treasurer and 0.34%. Firm also owns and operates KGBS and KGBS-FM Harlingen. Filed Aug. 19.

Norfolk, Va.—Beachview Broadcasting Corp., Channel 11 (198-204 mc), 27 kw visual, 13.6 kw aural, antenna 324 ft. Estimated cost $140,200, first year $50,000, revenue unknown. Corporation is owned by Dudley Cooper, president-treasurer, 50%; Irving M. Kipnes, secretary, 50%; and George M. Cootes, vice president. Mr. Cooper owns 40% in three jewelry stores in Norfolk and Portsmouth, Va., 40% in Tidewater Optical Co., Norfolk, and has numerous property holdings in and around Norfolk. Mr. Kipnes is former general manager of WCAV Norfolk and is an ex-staff member of BROADCASTING and the "Washington Times Herald." Mr. Cootes is certified public accountant. Filed Aug. 17.

Springfield, Ill.—Trans-American Television Corp., Channel 10 (192-198 mc), 26.2 kw visual, 13.1 kw aural, antenna 500 ft. Estimated cost $202,600, first year $100,000, income $70,000. At present all stock is held by James L. Rubenstone, president-treasurer, owner of Airston Co., merchandise broker, Philadelphia. Other two members of governing board are Irwin Apfel, secretary, and Edward L. Frater, Philadelphia attorneys. When stock is divided Mr. Rubenstone will retain 52%. Following will all hold equal shares: David Bortin, Jack S. Rosen, A. I. Rubenstone, Harry A. Robinson, David T. Robinson, Jacob M. Biberman, Frederick R. Mann, David H. Pleet, Samuel S. Glass, Maurice Wurzel, Joseph Wurzel and Lucy B. Duval. Filed Aug. 19.

AM APPLICATIONS

Norfolk, Va.—Beachview Broadcasting Corp., 1350 kc, 1 kw, unlimited, directional night. Estimated cost $40,600. Applicant has filed for television in Norfolk (See listing above for ownership). Filed Aug. 19.

Fuquay Springs, N. C.—S. S. Adcock, 1460 kc, 1 kw, daytime. Applicant is owner Lilington Radio and Auto Supply Store, Lilington, N. C. Estimated cost $14,400. Filed Aug. 12.

Ironton, Ohio — Coston - Tompkins Broadcasting Co., 1230 kc, 100 w, unlimited. Estimated cost, $19,090. Partnership includes James G. Coston, who holds farm interests in Alabama, 50%, and Julian L. Tompkins, engineer-announcer at WJOI Florance, Ala., 50%. Mr. Tompkins will be general manager. Filed Aug. 17.

FM APPLICATIONS

Louisville, Ky.—Radio Kentucky Inc., Class B, Channel 248 (97.5 mc), ERP 14.9 kw, antenna height above average terrain 308 ft. Applicant is licensee of WKYN Louisville.

Martinsburg, W. Va.—Martinsburg Broadcasting Co., Class A, Channel 240 (95.9 mc), ERP 660 w, antenna height above average terrain 174 ft. Applicant is partnership of C. M. Zinn and Leslie Golliday and is licensee of AM station WEPM there. Filed Aug. 4.

At Deadline ...

WESTINGHOUSE TO PROPOSE HIGH-BAND STRATOVISION

WESTINGHOUSE ELECTRIC Corp. has filed petition with FCC proposing to show how high TV band (475-890 mc) can be used for Stratovision. In announcing plans for appearance at September FCC high-band TV hearing, company says it will present experts on converter for low-band TV sets, dual low and high-band receivers, propagation traits of upper band and aeronautic aspects of Stratovision.

Witnesses for company will be Walter Evans, vice president, on Stratovision plans; C. E. Nobles, Stratovision inventor, on equipment, results of tests and high-band characteristics; Andrew D. Ring, consultant, on engineering aspects, proposed allocations and population studies of Stratovision; Ralph Harmon, transmitter design and construction; H. W. Schaefer and Gilbert Larson, on cost of converters and receivers; D. R. Shoults, Glenn L. Martin Co. vice president, on aeronautic aspects of nationwide Stratovision. Westinghouse petition filed by John W. Steen, attorney.

CBS REALIGNS NEWS STAFF IN NEW YORK AND EUROPE

REALIGNMENT of CBS news staff in New York and Europe, effective Aug. 30, was announced by Wells Church, CBS director of news broadcasts.

Allan Jackson, network's Berlin correspondent, returns to U. S. after two years abroad to take over duties now handled by Ned Calmer, including narration of special news shows and coverage of United Nations, which he shared with Larry LeSueur.

Mr. Calmer is replacing Douglas Edwards on *World News Roundup*. Mr. Edwards will handle *Wendy Warren and the News*. Bill Downs, now in Washington for CBS, will return to Europe to replace Mr. Jackson in Berlin.

Farnsworth Fowle, who has covered Palestine story for CBS, will shift to London. Howard K. Smith, chief of CBS European staff, leaving London on extended leave to write book on world affairs.

TWO TV DISMISSALS; OTHER FCC ACTIONS

TWO TELEVISION applications granted dismissal by FCC Friday: Don Lee Broadcasting System, for Channel 6 (82-88 mc) at San Diego, and Tidewater Television, partnership of T. W. Aydlett and Frederic F. Clair, for Channel 11 (198-204 mc) at Norfolk, Va.

Permission granted by FCC Motions Comr. E. M. Webster Friday to Lehigh Valley Broadcasting Co. (WSAN), Allentown, Pa., and Easton Pub. Co., Easton, Pa. to amend respective television applications to specify time-sharing arrangement for Channel 8 (180-186 mc), only facility allocated there [BROADCASTING, Aug. 16].

Notice given by FCC Friday that any person who is of opinion Commission's table of average sunset and sunrise times is not in proper form may file pleading to Sept. 15. Table, adopted May 27, would be suspended for such petitioner until decision.

Commission granted Lincoln Operating Co. permission to amend its application for assignment of permit of WMIE Miami to show amended charter and minor ownership changes. Hearing has been designated on transfer which ties in with revocation of WTVJ (TV) Miami [BROADCASTING, Aug. 2] but Lincoln has petitioned FCC for reconsideration and grant of transfer to Sun Coast Broadcasting Co., of which Lincoln is now trustee, on basis of new information supplied in petition.

MUNITIONS BOARD STUDIES RMA CONTRACTS PLAN

MILITARY contracts plan proposed by Radio Mfrs. Assn. being studied by Munitions Board. Plan was presented to board by RMA Industry Mobilization Policy Committee and has been informally discussed with Secretary of Defense James V. Forrestal and other officials.

Munitions Board electronic and communications committee has considered RMA plan. Board and National Security Resources Board may soon name official industry advisory committees to represent equipment and communications industries.

RMA plan submitted last week to board by W. A. McDonald, Hazeltine Electronics Corp., and Frank M. Folsom, RCA Victor Division, both RMA board members. F. R. Lack, committee chairman, was unable to be present. Plan was received by Lt. Gen. LeRoy Lutes, deputy chairman of Munitions Board executive committee and other board members.

W-PORing IT ON

FORTY-NINE programs per week, running 5, 10 and 15 minutes of music, sports, news and side-walk interviews, is prize package wrapped up Friday by Murray Carpenter, president and general manager of WPOR Portland, for E. Hansen, Studebaker and used-car dealer. Contract, biggest signed by station in its 2½-year history, runs about $25,000 per year. Run-of-schedule deal supplants sporadic spots used by Hansen during past year—his first experience in radio. Account placed direct.

PRESIDENT'S ORDER ON DRAFT

HOPES raised by Presidential order issued last Friday that personnel problems of small station management would be negligible when drafting of youths 19-25 begins. Exact impact on radio cannot be determined until "more explicit directives," patterned from President's general order, are issued. Selective Service officials declared Friday (see story page 28). Classifications will generally follow World War II pattern, which allowed deferment for those in key jobs at stations.

RWG RILED AS NEWSMEN QUIT

RADIO WRITERS GUILD is studying action of WOR New York's eight-man news writing staff in withdrawing from union and making own salary arrangements with management, spokesman for guild said Friday. Guild may take counter-action under constitution of Authors League, of which it is member. WOR news staffers said to be getting same basic wages as those secured for ABC, CBS and NBC newsmen in recent negotiations, with top scale $111.64 a week.

HOWARD HONORED

ROYAL V. HOWARD, NAB engineering director, awarded Certificate of Appreciation by War and Navy Departments for "outstanding contribution to the work of the Office of Scientific Research and Development during World War II." Award was in recognition of his direction of operation analysts staff, headquarters, U. S. Army, European theatre.

LOHNES IN AIR MISHAP

HORACE L. LOHNES, of law firm of Dow, Lohnes & Albertson, suffered slight ankle injury in plane mishap at Chicago Thursday but continued to Los Angeles where he went about business as usual Friday. According to his office, Mr. Lohnes was in American Convair which crash-landed at Chicago naval airfield when front wheel wouldn't drop into place. Nose of plane hit runway after plane touched ground. Passengers slid down rope 20 feet to ground. Several suffered minor hurts.

APPEAL to U. S. Court of Appeals for D. C. filed by Charles C. Carlson from FCC decision denying request for rehearing of earlier Commission action refusing renewal to his WJBW New Orleans and instead granting facilities to his divorced wife, Louise C. Carlson [BROADCASTING, May 3, Aug. 2].

ABC on Friday signed WGEM Quincy, Ill. as 269th AM affiliate, effective Oct. 1. Owned by Quincy Broadcasting Co., WGEM operates fulltime with 1 kw on 1440 kc.

HUB JACKSON, account executive for Russel M. Seeds Agency, Chicago, appointed vice president of firm.

Closed Circuit

(Continued from page 4)

will be made known officially prior to Sept. 1. Several participants, including RCA-NBC, favor postponement on ground that adequate information is not yet available on high-band experiments. FCC Chairman Coy, however, is stickler for proceeding as scheduled and would not be disposed to change unless pressure of other activities make it expedient.

BREAKFAST in Hollywood will go co-op in near future with Johnny Olson, formerly of *Ladies Be Seated*, as permanent m.c. Both shows are ABC.

ED BORROFF, former head ABC Central Division, expected to join top brass Taylor-Howe-Snowden. Firm name may be changed in announcement expected this week.

OUR NEWS dispatches and personal letters from Peron's Argentina aren't only intelligence that's "intercepted" [BROADCASTING July 26, etc.]. One highly placed personage recently returned from Buenos Aires reported his telephone conversation was interrupted with this observation: "Pardon me, I am substituting for the regular man and I do not understand English too well. Would you please talk in Spanish."

GOAR MESTRE, Cuba's top broadcaster and recently elected president of Inter-American Assn. of Broadcasters, is waging unrelenting battle throughout hemisphere against Peron's gagged radio. Rally condemning Argentine position was held last Sunday in Havana with representatives of colleges, advertisers, newspapers and radio participating in broadcast over combined hookup of Cuba's 78 stations. IABA is fostering similar rallies in all Latin American countries and in U. S.

AMERICAN EXPRESS Co. looking for television show. Further details of project will be revealed around Oct. 1.

Crosley Broadcasting Corporation announces

the appointment of

TRACY MOORE

as

west coast representative

A veteran West Coast radio station representative, Tracy Moore is thoroughly familiar with the facilities and operation of the Crosley Broadcasting Corporation, having served as representative of The Nation's Station on the West Coast during 1945 and 1946.

TRACY MOORE

6381 Hollywood Blvd., Hollywood 28, California

Telephone Hollywood 5408

WLW

THE NATION'S STATION

WINS

NEW YORK

WLWT

CINCINNATI